

LIFE

THE WORLD WE LIVE IN: PART VIII

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FEBRUARY 8, 1954



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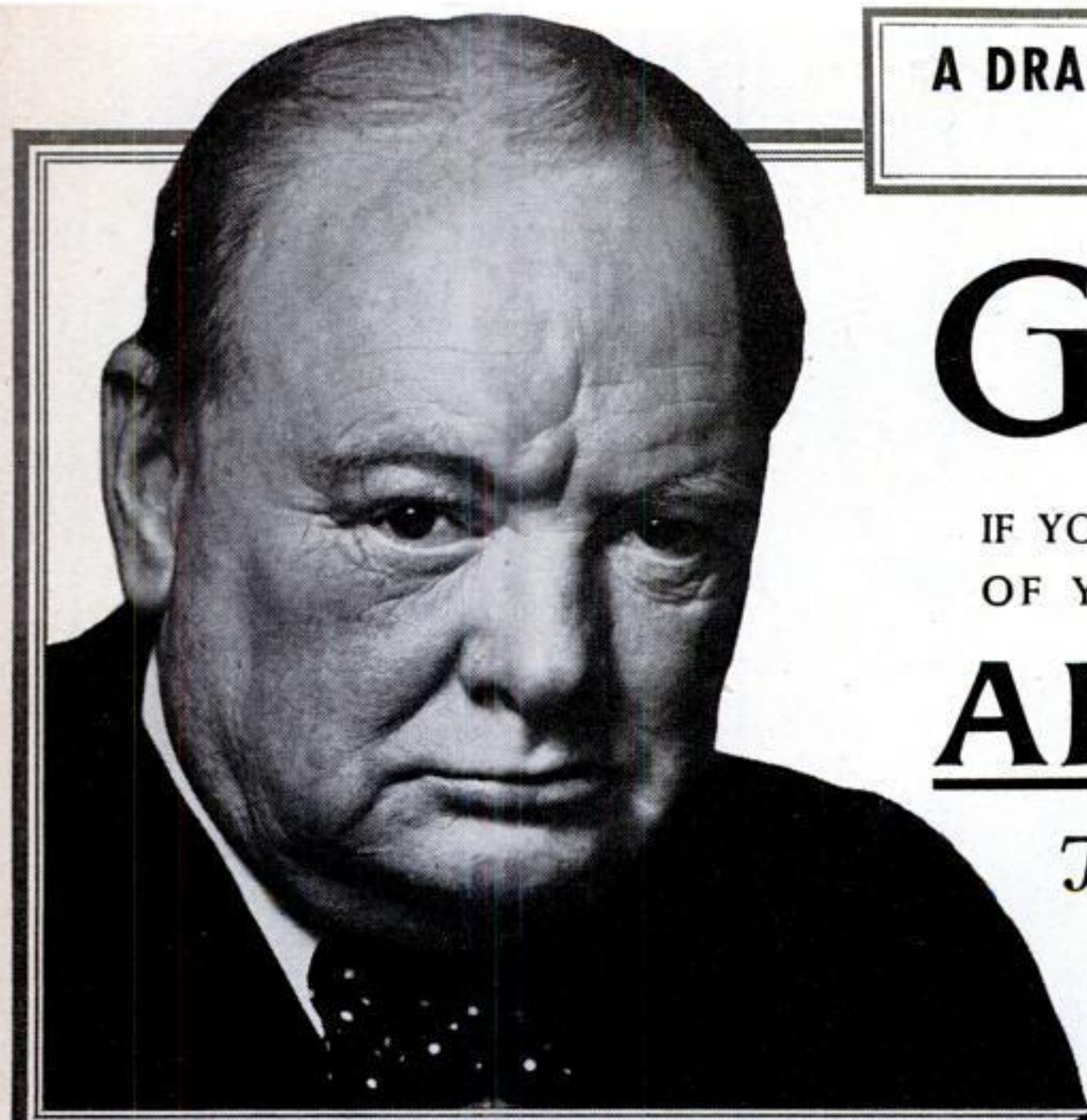
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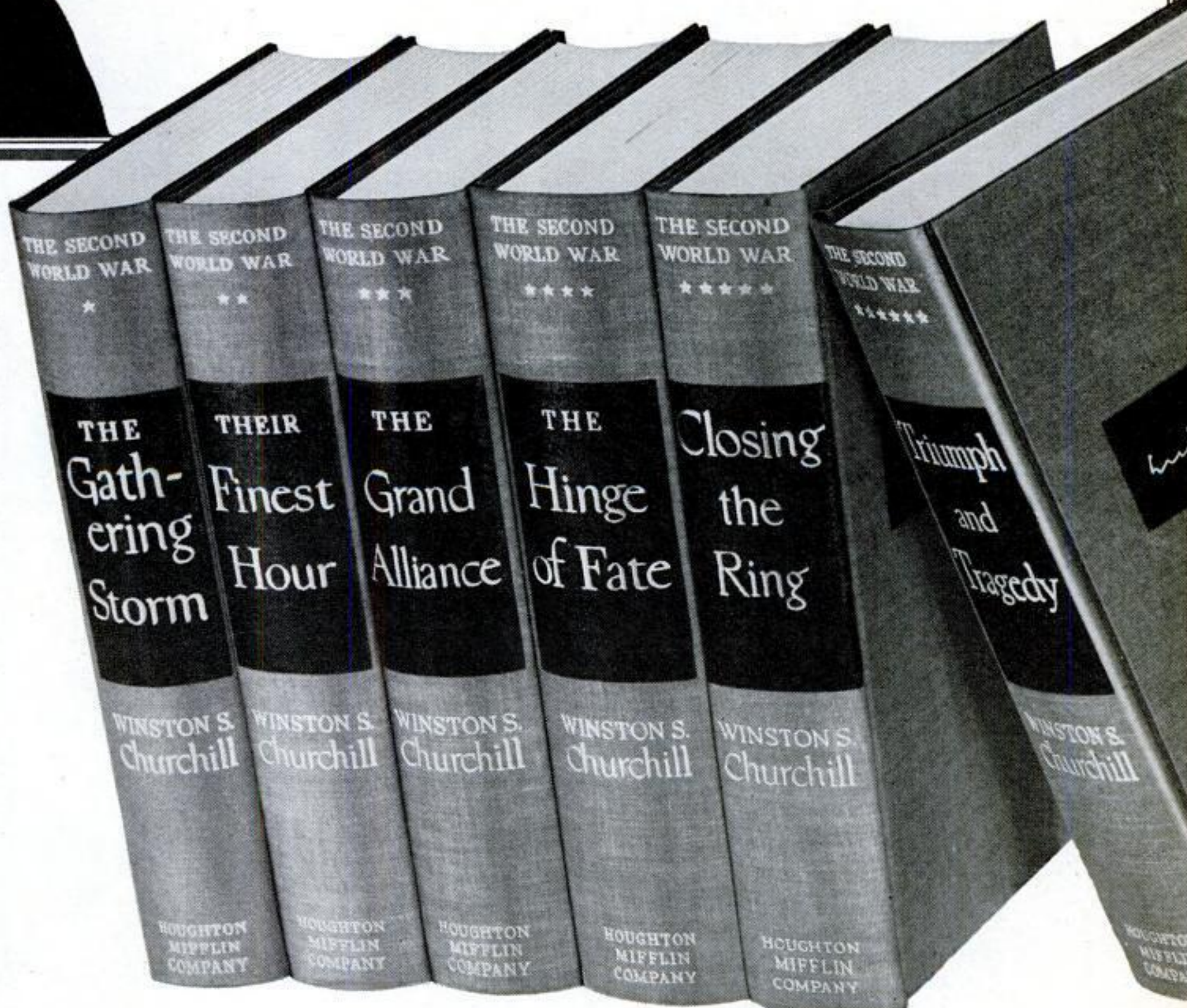
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MRS. JANE CARLSAN OF NEW YORK CITY IS A BUSY WIFE AND MOTHER, AND AS PRETTY AS A PICTURE.

"I use detergents 2500 times a year... but I'm proud of my pretty hands!"

Six years ago, Jane Carlsan had never even heard of "detergents." Now she uses them (just like you) thousands of times a year!

Detergents are a blessing when they *dissolve* grease and grime. But when they dissolve away natural oils and softness from your hands, they're a problem!

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They're coming to realize that, for wear and comfort, no soles made for children's shoes—from tots' to teens'—come up to new CROWN NEOLITE Soles! They're mighty light on the feet, mighty light on the budget!



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When you're far away from someone, there's nothing like a telephone call to bring you near. The sound of a warm, familiar voice and the eager exchange of personal news is almost as satisfying as an actual visit.

Near or far, wherever they are, friends appreciate your calling. Long Distance calls cost little — especially after six every evening and all day Sunday. Then you can talk from Cleveland to Detroit for

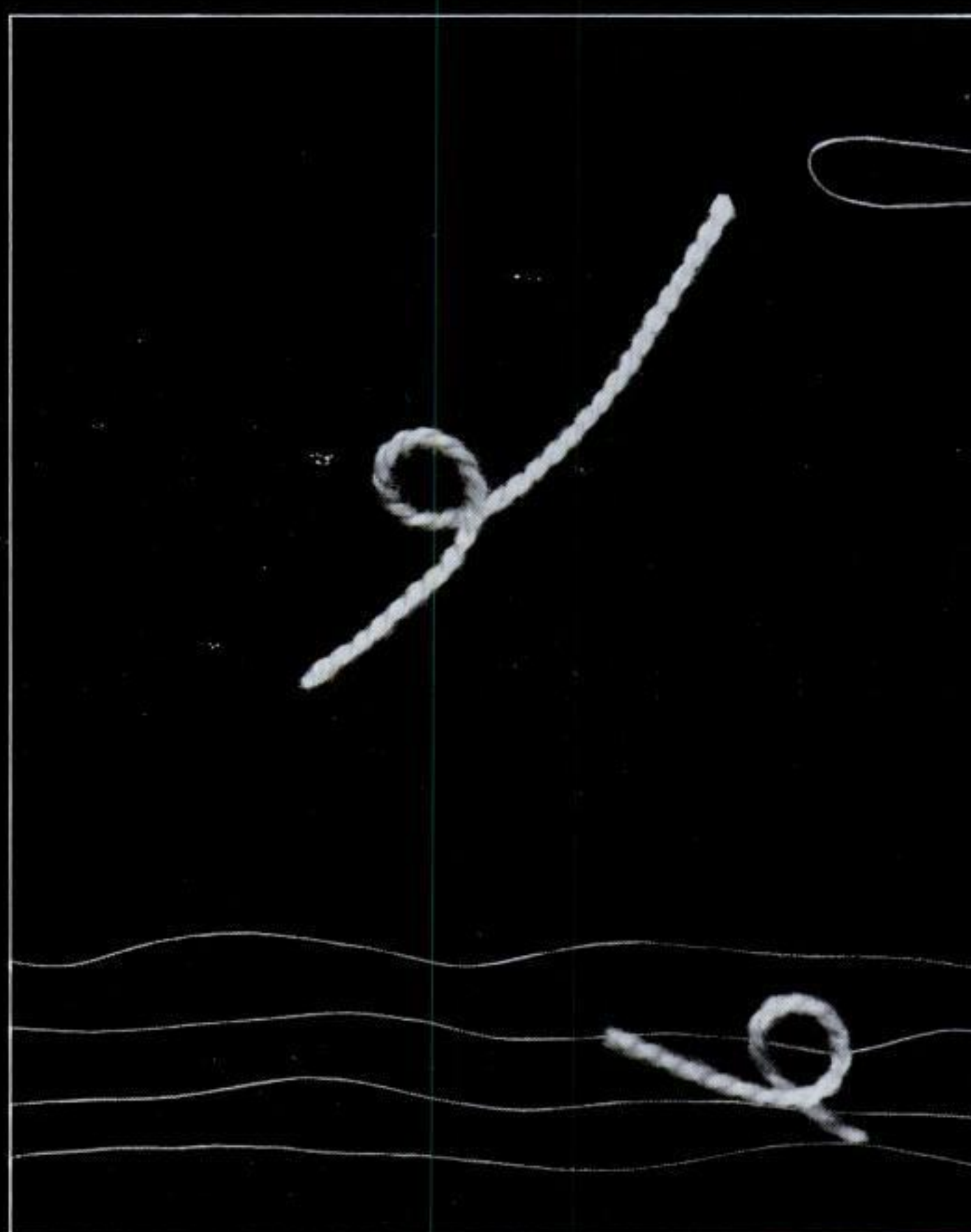
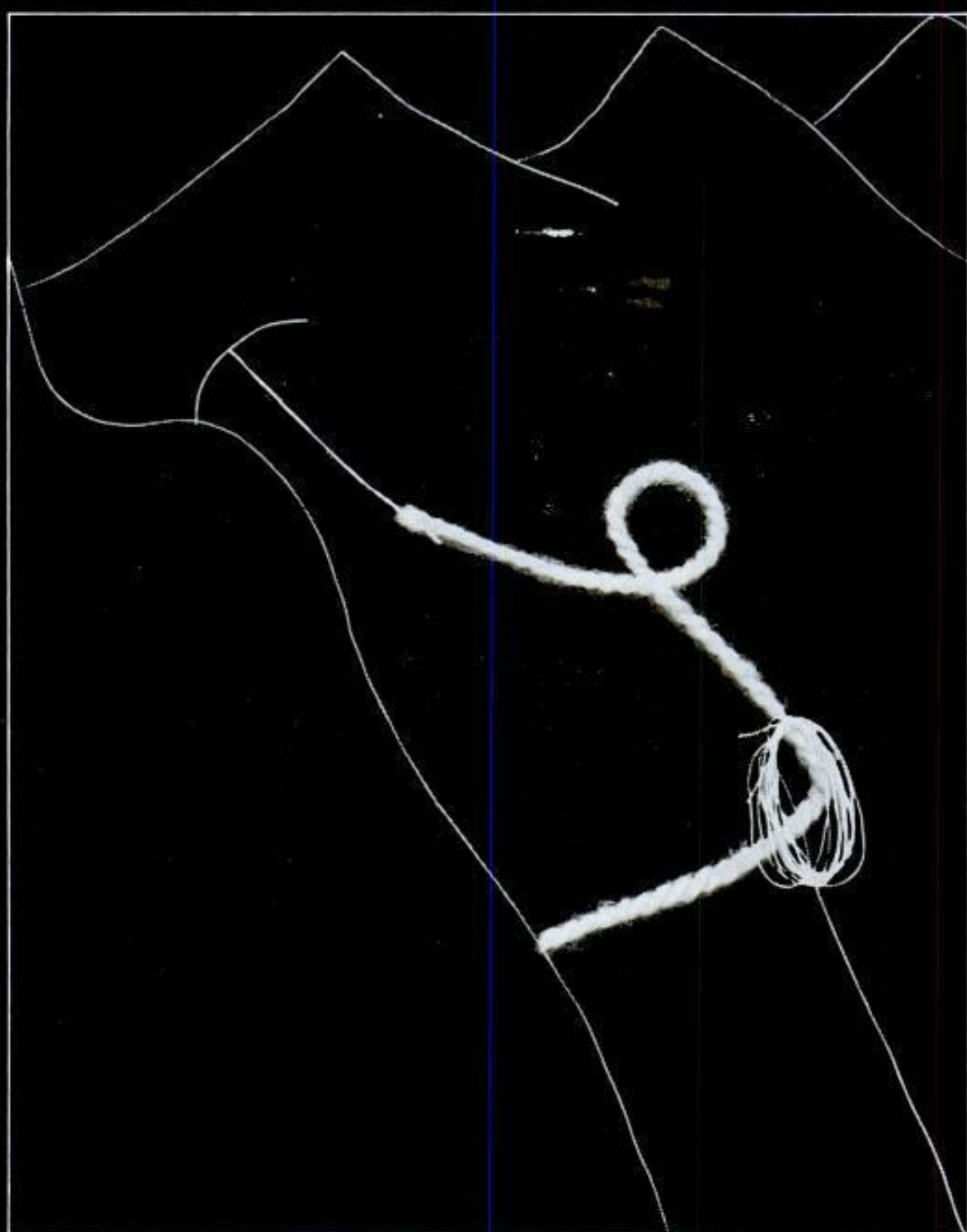
as little as 40¢; Chicago to Omaha for only 85¢; New York to Los Angeles for only \$2. (These are the 3-minute, station-to-station rates and do not include federal excise tax.)

Somewhere today there is someone who would like to hear your voice.

YOU SAVE TIME WHEN YOU CALL BY NUMBER
When you're calling out-of-town, it will speed your call if you can give the operator the number you want.

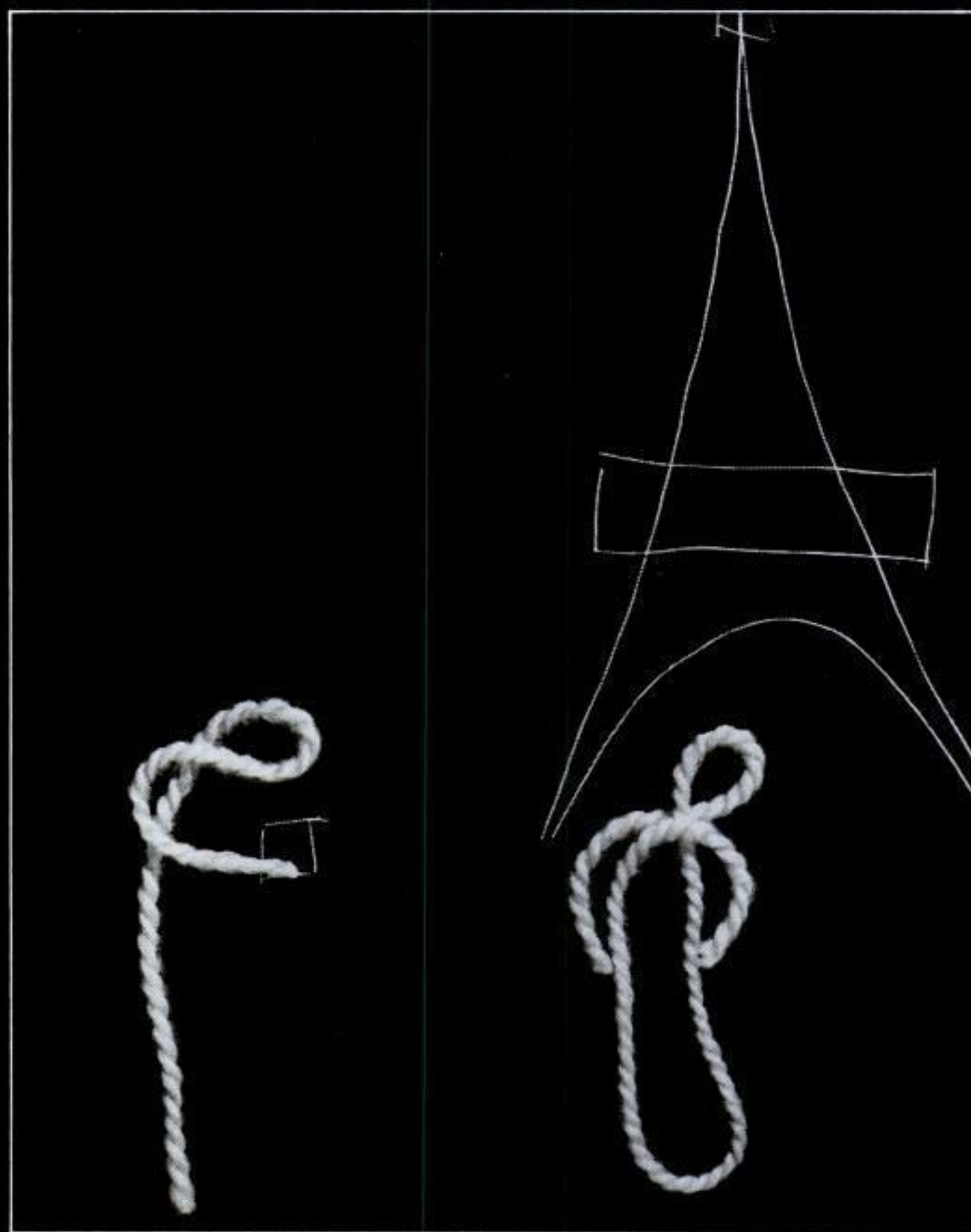
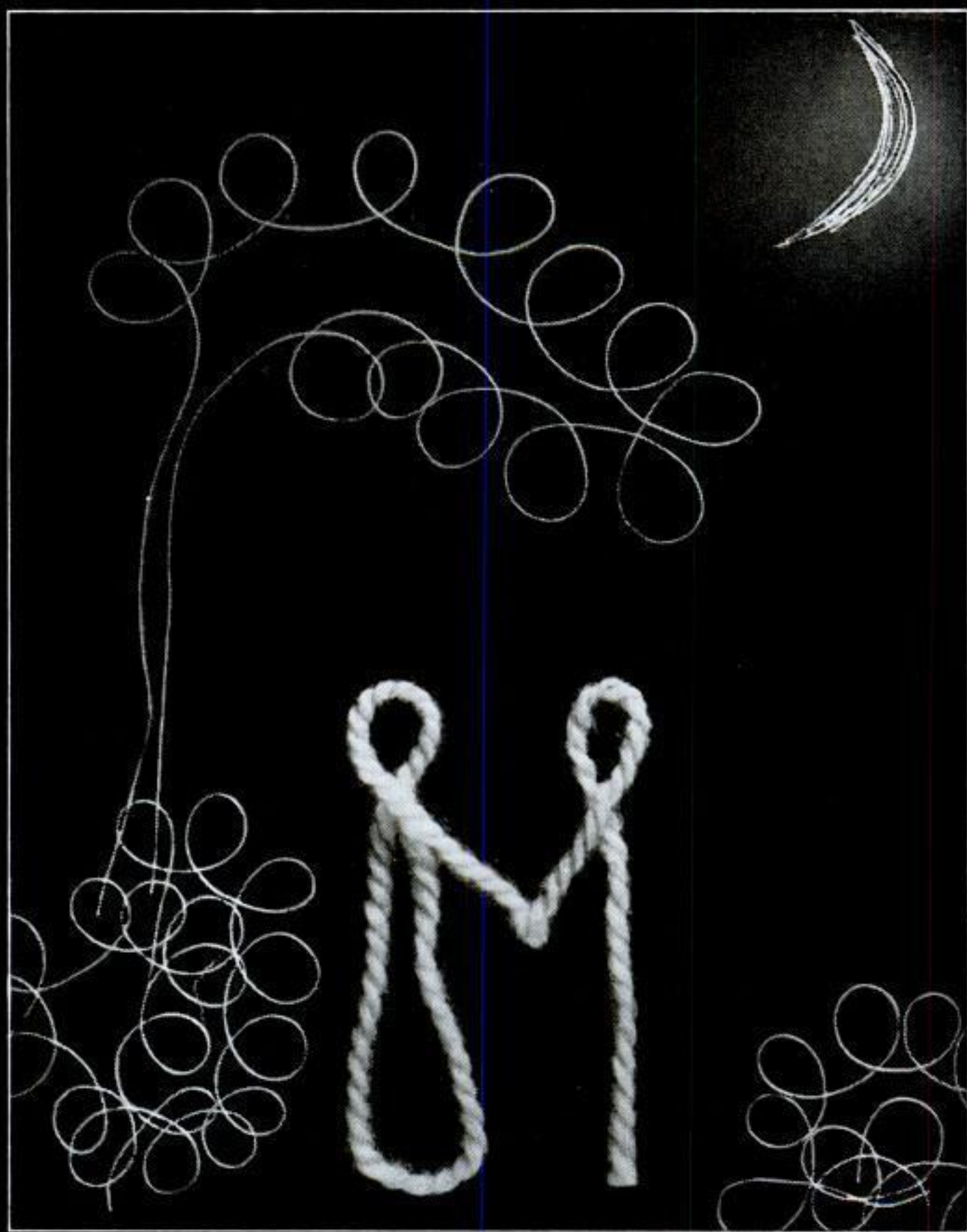
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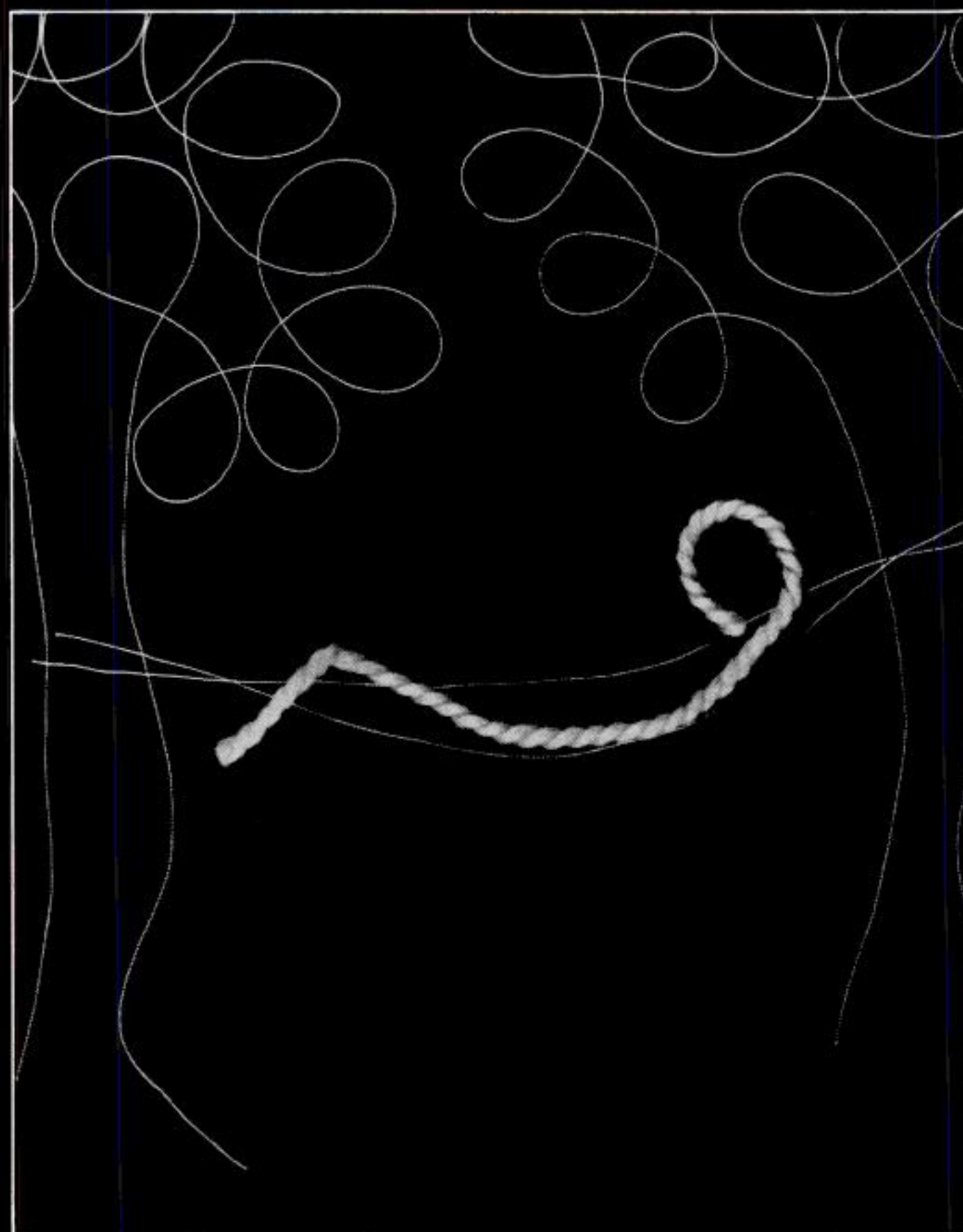
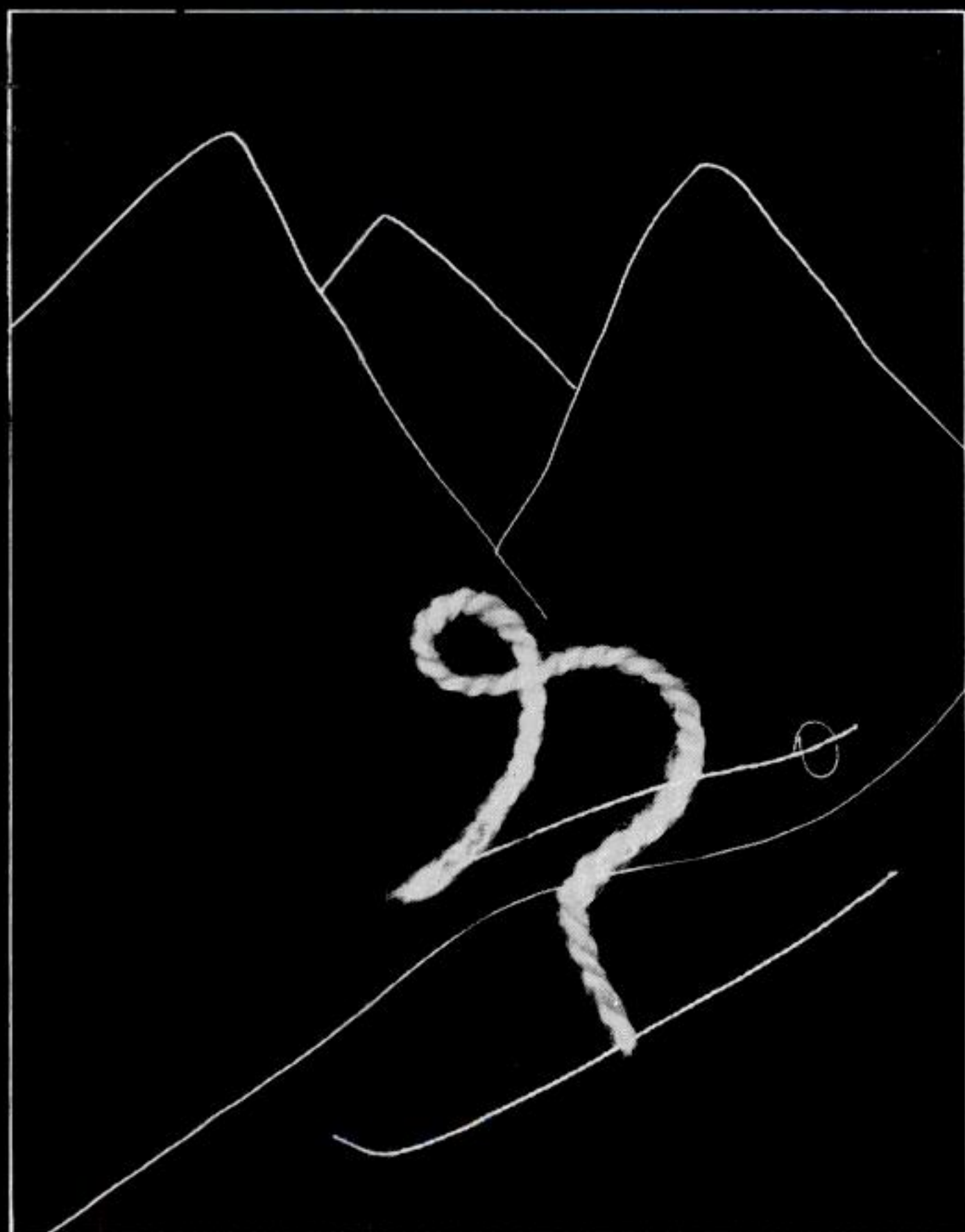




SPEAKING OF PICTURES

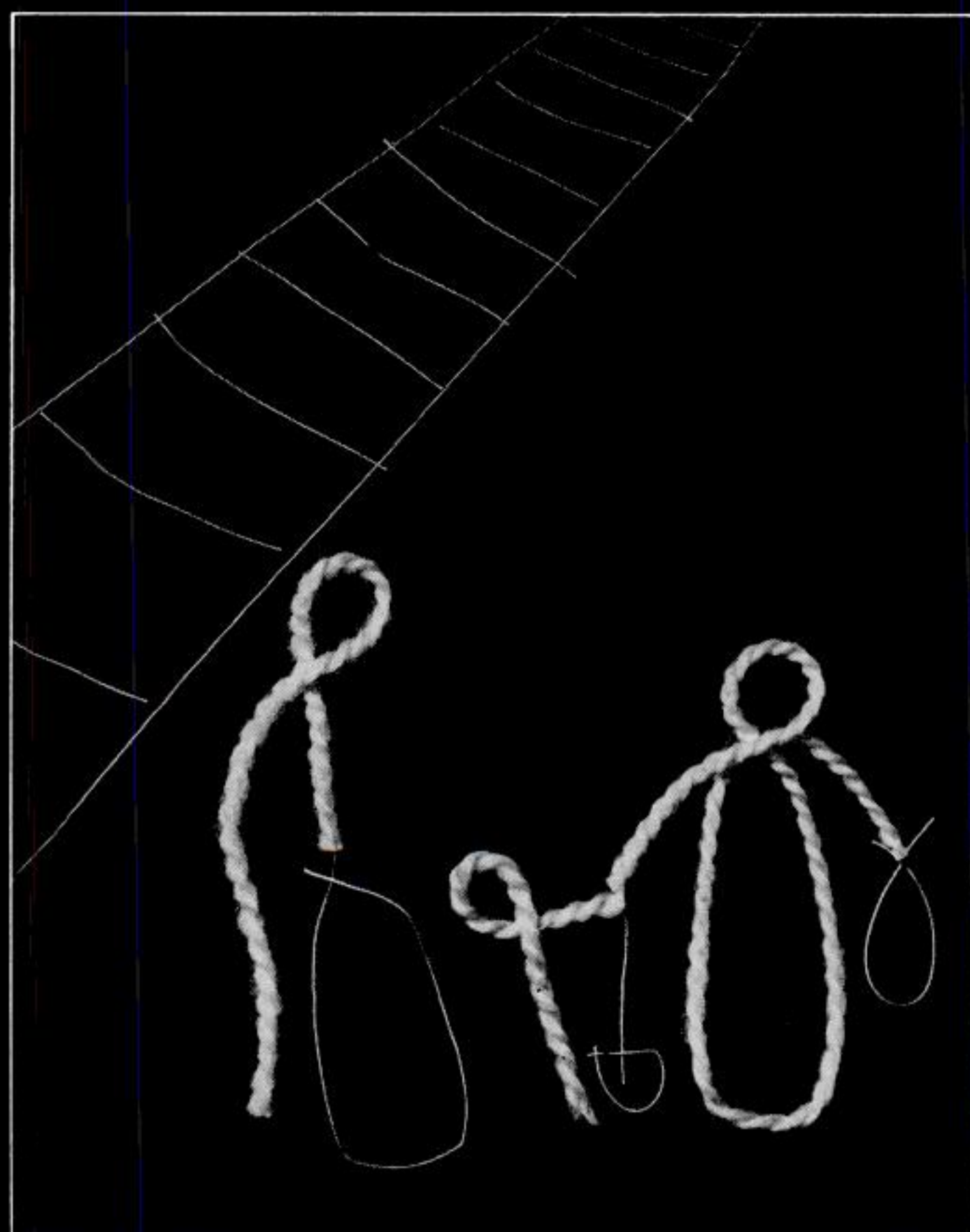
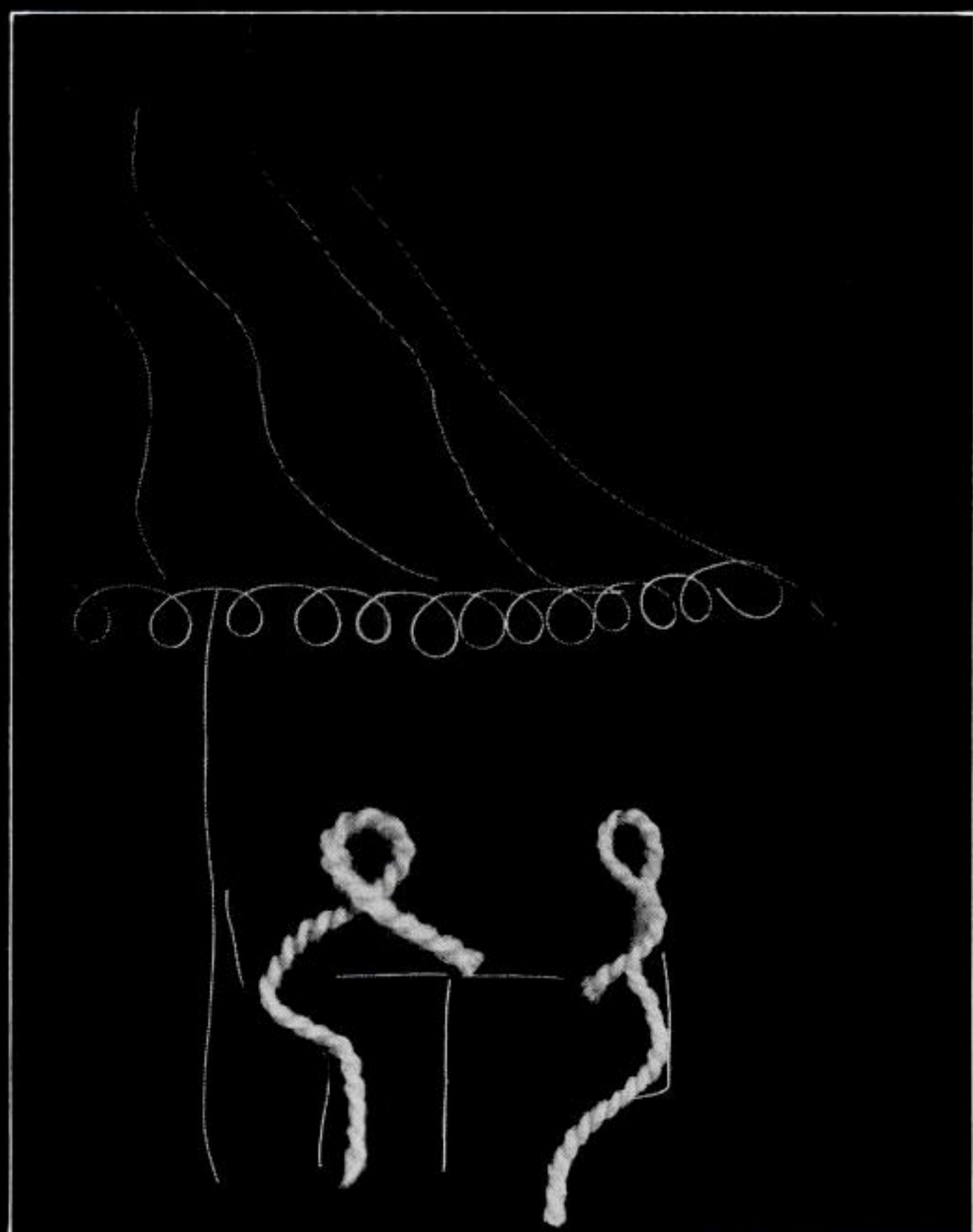
... Thread and knitting wool make artful doodles of people at play and in love





Peter Dorp, a German-born photographer who makes his living taking advertising pictures in a London studio, was watching his wife mending at home one evening a couple of years ago when he noticed a piece of cotton thread fall onto a flower-patterned dress lying on her lap. To Dorp the thread looked curiously like "a dog curled up in a flower garden." Ever since, he has made a hobby of constructing and photographing fanciful sewing-box doodles which, like the vacation

scenes above and the romance below, consist of nothing more than pieces of regular knitting wool and cotton thread artfully arranged as people and backgrounds. Dorp, who converts his living room into a makeshift studio and may take as long as seven hours painstakingly completing a single picture, turns out the doodles purely for his own amusement. But someday he plans to make them up into a book for the person who is already his best audience: his one-year-old son.



If he doesn't give you a Valentine kiss
and if the Span collar doesn't outlast the shirt—
Manhattan will give you a new shirt free



Ma'am, you can pucker up now—because every SPAN shirt is triple-guaranteed! 1) By Manhattan; 2) By the famous Good Housekeeping Seal; 3) By the coveted Certified Washable Seal of the American Institute of Laundering. Every SPAN collar is especially constructed of fibers that are twisted like steel cables, yet smart and soft around the neck. IN 7 COLLAR STYLES, including the regular point fused collar (shown here)—\$3.95. Valentine Tie in special gift box, \$2.50.



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LETTERS TO THE EDITORS

EDITORIAL

Sirs:

Congratulations on "From Erewhon to Somewhere" (LIFE, Jan. 18). I like Ike, and I like the U.S. There's too much of that "wailing" even up here—and I like your answer to it.

RUTH TAYLOR

Vancouver, B.C., Canada

Sirs:

My hat is off to those Republicans and businessmen "reactionaries" who with men of science and engineering are responsible for such prosperity as we have in spite of the New Deal, Fair Deal and middle-of-the-road policies, all of which are socialistic.

HERBERT R. WELLS

Flint, Mich.

Sirs:

Who made this great country which you say Lincoln saved? Jefferson, Jackson and other great Democratic presidents built it during their administrations.

If Franklin D. Roosevelt had not pulled us out of the depression (of good Republicanism), we today would not have this great country, which Eisenhower is striving to serve so conscientiously and effectively.

W. THOMAS YOUNG

Corinth, Miss.

Sirs:

"From Erewhon to Somewhere" is a egassem of eb gnuh revo yreve nac-iremA htraeh.

JAMES W. JONES

Lansing, Mich.

PRESIDENT TAKES CHARGE

Sirs:

Mark Kauffman's color photographic study of President Eisenhower ("The President Takes Charge," LIFE, Jan. 18) was terrific.

L. RICHARD GUYLAY

Great Neck, N.Y.

Sirs:

Your picture of Secretaries Dulles, Humphrey and Wilson is one of the remarkable photos of our time. Someone should cut that shot in stone.

ARNOLD JOHNSTON

Santa Ana, Calif.

BASKETBALL PLAYER

Sirs:

"Swede" Halbrook, 7 feet 3 inches tall, is not the tallest man ever to

play basketball ("World's Tallest Basketball Player," LIFE, Jan. 18). Back in 1946-47, Max Palmer, a boy with a length of 7 feet 8 inches according to the press, was playing high school basketball in Mississippi and terrorizing the opposition to the extent of 50 points and more per game.

Early last year the same fellow popped up as a giant in LIFE's story on production of Class B movies.

JOHN M. BAILEY

Lakewood, Ohio



● Before he quit school in 1918 to work, basketball-giant Max Palmer (above) played forward for three years for Walnut High School in Quitman County, Miss., which won all its games. Now 26, and 8 feet 6 inches tall, he is a professional wrestler and recently played in the movie *Killer Ape*.—ED.

SECONDARY EDUCATION

Sirs:

We wish to compliment LIFE for its splendid contribution to the field of education by presenting the series on "Secondary Education."

THEODORE J. TOPOROWSKI

President

Berkshire County Teachers Assn. Adams, Mass.

Sirs:

Thank you for your splendid coverage of the "Parochial High School" (LIFE, Jan. 18). I am a Protestant, but I can understand and sincerely appreciate the tremendous good the Catholic parochial schools are accomplishing in a world threatened by the chaos of godlessness.

PAUL M. VEST

Santa Monica, Calif.

Sirs:

Educational segregation of the nation's children by religious denomination is as abominable as segregation by color because it tends to create great cultural cleavages among the Protestant, Jewish and Roman Catholic sections of the community. . .

FREDERICK VOORHEES BRONNER
Flushing, N.Y.

Sirs:

Personally I feel that parochial schools, whether Christian or Jewish, are the only answer for those parents who want their children to receive an intensive religious as well as secular education. The solution they provide is much more true to the spirit of the American Constitution

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CONTINUED ON PAGE 13

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*Black
Modern*



**SO STRONG . . . IT
HOLDS HUNDREDS OF
POUNDS OF RECORDS**

Samsonite's more than strong enough to hold your sewing machine, your typewriter, or all the fixings for a buffet supper. And it's beautiful!



LOUNGE COSTUME, TINA LESER

It's the newest look in modern furniture—dramatic, dulled-black-metal-frame “modern,” with tweedy, silver-sparked upholstery. Color? That wonderful color that “goes” with every color scheme—grey!

It's a glamour table! It's a work table! And it's a lot more card table than \$13.95 usually buys! Matching chairs with spring-cushion seats—\$8.95 each.

And look at all these exclusive Samsonite features: Tubular steel frame and legs electrically welded—for extra strength • Satin-smooth baked enamel finish—protects nylons • Legs open easily and stay open because of exclusive locking device • Rubber-tipped legs on chairs won't mark floors • Hinges won't nip children's fingers. Upholstery wipes clean with a damp cloth.

**MATCHING
FOLDING
CHAIRS
\$8.95
EACH**



**STRONGEST
... LAST
LONGEST**

**Timely thought:
Perfect Gift for
Valentine's Day!**

Shwayder Brothers, Inc. Folding Furniture
Division, Detroit 29, Michigan
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“HOW TO SAVE MONEY ON PUBLIC SEATING”

is a free booklet available to anyone interested in chairs for group seating. Samsonite chairs and banquet tables for institutional use, churches, schools, etc. are recognized as the best and strongest available. Write Dept. L-24, Shwayder Brothers, Inc., Detroit 29, Mich.

Samsonite
CARD TABLES AND CHAIRS
BY THE MAKERS OF SAMSONITE LUGGAGE

Serve this dessert masterpiece tonight...

Frozen Berries'n Reddi-wip®

Make it in minutes with **Bisquick**^{*}
and fresh, real cream Reddi-wip

Here it is!—the wonderful new, no-work way to serve strawberry shortcake as often as you want! Bisquick, the 12-in-1 mix, takes all the old-time work out of making the shortcake. Frozen berries are always available and need only thawing to be ready. The crowning glory—Reddi-wip—tops your masterpiece with exciting glamor at the touch of a finger!

Reddi-wip has the nutritional benefits and delicious flavor that can come only from fresh, real cream. Just a little goes a long way . . . makes everything look and taste twice as good. Yet Reddi-wip costs less than 2¢ a serving. Use it wherever you'd use fresh, real cream—on cereal, fresh or frozen fruits, gelatin and puddings. Get Reddi-wip from your grocer or milkman today.

Reddi-wip adds new glamour
to these dessert favorites too!

Always serve
gelatin with
Reddi-wip!



Glorifies
all
cakes!



Better than
ever on pie!

Purity Protected
with Exclusive
Tamper-Proof
Lock-Tab



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Reddi-wip designates the fresh cream product of Reddi-wip, Inc. and its authorized processors throughout the United States and Canada. ©R.W. Inc.



Reddi-wip
is made with
fresh, real
cream!

LETTERS TO THE EDITORS CONTINUED

than the introduction of sectarian religious teachings and practices in public schools.

RABBI MORRIS HECHT
Poughkeepsie, N.Y.

Sirs:

Pope Pius XI in his encyclical, "Christian Education of Youth," speaks of coeducation as false and harmful to Christian education.

Exceptions such as the coeducational high school at Great Falls, Mont. exist, but they cannot be called the Catholic ideal.

JOHN PATRICK McLAUGHLIN
Minneapolis, Minn.

● While the tendency of Catholic education is for separate schools for boys and girls, exceptions are often made for financial and other reasons. In Great Falls, where it would be difficult to obtain funds for separate schools, boys and girls are segregated for classes in religion and guidance.—ED.

Sirs:

We feel that you have expressed well the deep spiritual aim of our Catholic schools. . . .

SISTER MILDRED MARIE
Central Catholic High School
Great Falls, Mont.

THE '54 CAR

Sirs:

Buick was the first to build the hard top in mass production ("'54 Car: Three Years Old at Birth," LIFE, Jan. 18), but Chrysler built the first actual hard top in early 1946.

This was the Town and Country Custom Club Coupe (*below*), which



consisted of a steel top mounted on the convertible club coupe body. The side window posts (technically known as "B" posts) were removed, and the chrome window moldings could be rolled down completely out of sight, just as in present day hard tops. The reason you seldom see one of these cars is that very few were built.

BROOKE FARIA
Fresno, Calif.

PRECOCIOUS SWIMMER

Sirs:

I was shocked by "A Precocious Lady Swimmer" (LIFE, Jan. 18).

I think the baby is only displaying the natural evolutionary processes. She should be "swimming" in her Bathinette where she belongs.

ROSALYN UDOW
Great Neck, N.Y.

BUSINESSMEN'S LUNCH

Sirs:

The example to our young people presented by the spectacle of the Beaumont, Texas Round Table Club ("LIFE Goes to a Businessmen's Lunch," LIFE, Jan. 18) left me a little nauseated.

Some of the money that flows so freely for frivolity could be put to better use.

MRS. MILDRED SPRAGUE
Alameda, Calif.

Sirs:

Your photographers missed the best shot of the day (*below*). The young man (aged 78) in the laundry basket



is Walter L. Pondrom, Chairman of the Board of the American National Bank of Beaumont. The young lady with him is Autrey Bordages, whom you pictured in your story in an impromptu hula.

It was a great party.

NELSON O. RICHARDSON
Beaumont, Texas

THE LOST CITY

Sirs:

The mountain backdrop of Portland ("The Lost City," LIFE, Jan. 18) is 11,245-foot-high Mt. Hood, which is a part of the Cascade Range and complete with ski lifts, tramway cars for the tourists, and hot buttered rum.

Where, oh where, by the way, is the Silver Star Range? I have never heard of it.

DIXON PARRY
Portland, Ore.

● Many Portlanders seem unaware that part of the Cascade Range near the north shore of the Columbia River is known as the Silver Star Range. The peak in LIFE's picture is Silver Star Mountain, not Mt. Hood.—ED.

PRIZE BAKERS

Sirs:

More than 100,000 camellia plants in this camellia city are blushing with shame to think that you should call that very beautiful camellia which Mrs. Claude Jones is pinning on her blouse an orchid (Speaking of Pictures, LIFE, Jan. 18).

E. A. COMBATALADE
Sacramento, Calif.

● LIFE blushes too.—ED.

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Performance

Long Run
Economy

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The VIKING, S-1385, brown random grain wing tip; black, S-1423, \$19.95.

Florsheim Shoes are made better to last longer and cost less—by the month and by the mile. That's why, for 62 years, Florsheims have been America's standard of fine shoe value.

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*Celanese**
acetate, the beauty fiber



An incredibly glowing fabric of Celanese Celaperm* acetate, crisp and rich, with colors that stay true. Cocoa, gray, or navy. Sizes 10 to 20. \$39.95.

Firm and good to touch, this Celanese acetate and rayon fabric has the handsomeness of a hand-loomed fabric. In beige, navy, blue, grape, or red. Sizes 8 to 20. \$25.

A soft muted weave of 62% acetate with 19% Orlon† and 19% worsted, this has a delicate tone running through it. Charcoal, oxford, navy, brown. Sizes 10 to 20. \$49.95.

Soft . . . feminine . . . with enormous chic . . . the Swansdown suits below take their name from the great French Racing Classic. Tailored of five prize-winning fabrics made wholly or in part of Celanese* acetate, they have a richness and easy good looks that stems almost entirely from the nature of the fabrics themselves. These vary enormously. Some are crisp. Some soft. Some literally glow. Yet you will find one thing that is common to them all—the *distinguished* look, the *comfortable* feel that is Celanese acetate's special contribution. And with their pure uncluttered lines and deft dressmaker touches, each of these suits looks a great deal more expensive than it is. You will find them at Altman's, New York; Maurice L. Rothschild, Chicago, Evanston, St. Paul; Rothschild Young-Quinlan, Minneapolis; The Marston Co., San Diego; I. Magnin, California and Seattle; Hutzler's, Baltimore; Fine's, Savannah. For other stores see page 16. Celanese Corporation of America, N. Y. 16.



A crisp slubbed fabric of Celanese acetate and rayon, with the look of a rich shantung. Navy, oxford, tan; brown, gold, pink, or blue. Sizes 8 to 20. \$25.

The crispest weave of Celanese acetate and rayon in a three-piece suit with contrasting button-on blouse. In beige, blue, grape, red or navy. Sizes 8 to 16. \$29.95.

†*Reg. U. S. Pat. Off.

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NEW FOR '54! Today's most modern radio design, the Westinghouse "Jewel" sparkles in any room setting. A new idea in design, the "Jewel" features a shimmering golden grille and easy-to-see dial. The colorful case, with trim, crisp lines—supported by gracefully wrought brass rods—adds a note of distinction. And, of course, it has the famous "Powerpak" chassis, an exclusive Westinghouse engineering achievement.

Model 417T5, maroon. \$27⁹⁵*

Slightly higher in ivory.

HI-VALUE! Dependable, compact table radio in four bright, new colors—a smart buy for any room.

Model 378T5, brown. \$19⁹⁵*

Slightly higher in ivory, cherry, green.

*Prices slightly higher in West and Southwest



Westinghouse Electric Corp., TV-Radio Division, Metuchen, N. J.

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Taste the fresh difference in

Libby's pineapple — quick-packed when
it's golden-ripe and sweet with
juice on Libby's own Hawaiian plantations.

Treat your family to Libby's today!



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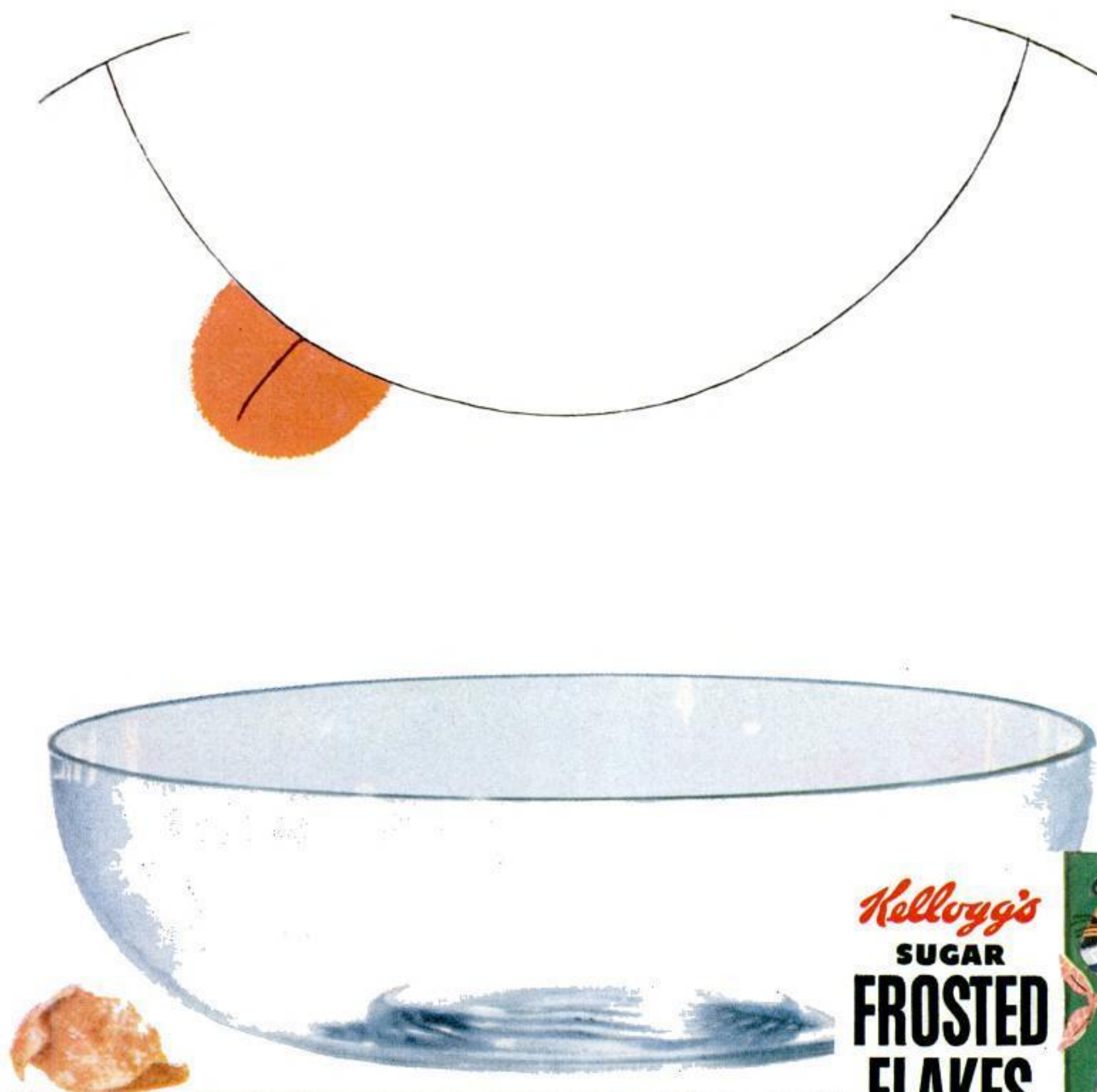
Tony the Tiger says:



Seems like everybody's getting hep to Kellogg's new Sugar Frosted Flakes. Only trouble with these big flakes of corn, sparkling all over with Kellogg's secret sugar frosting, is this: they go so fast that before you know it there's nothing left but a big

Kellogg's SUGAR

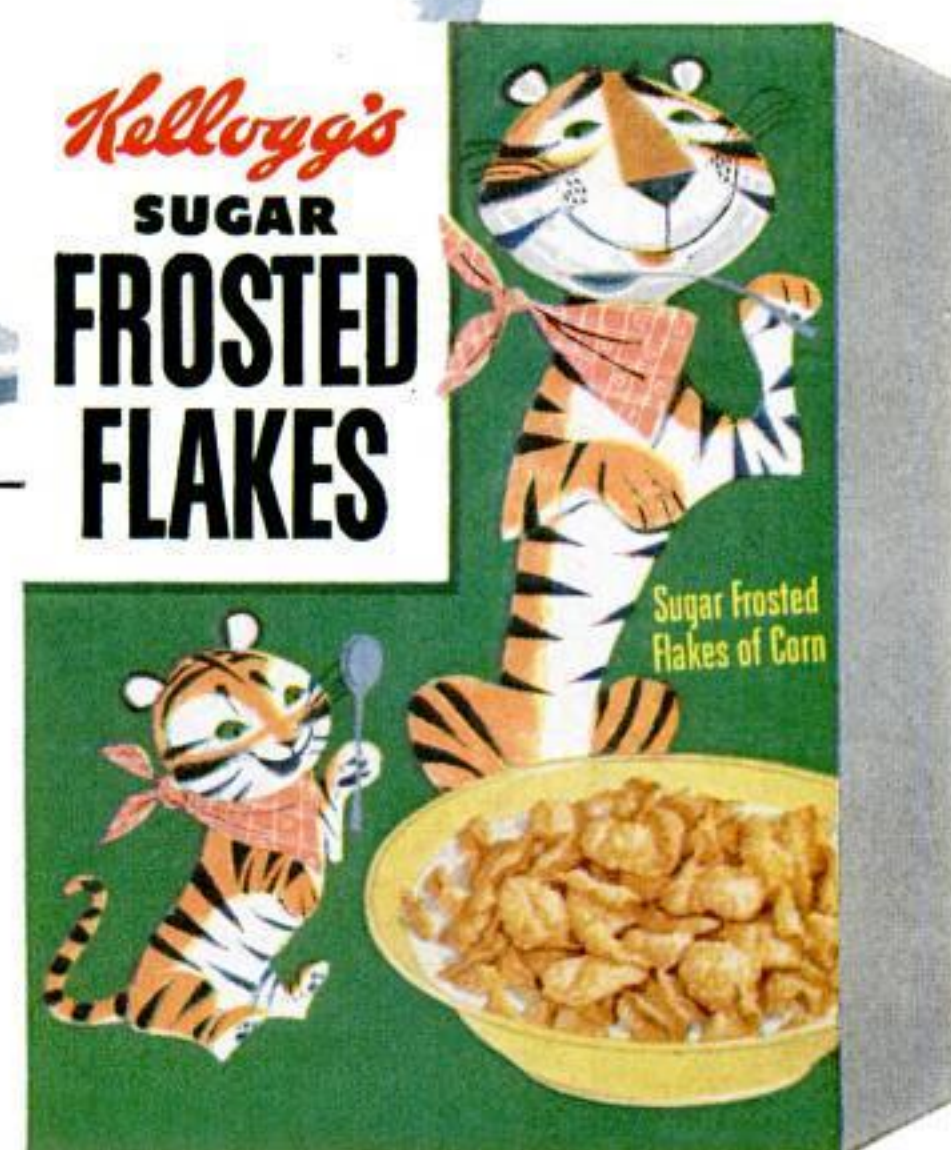
“Real gone* Flakes!”



grin! Better get another box before this gr-r-reat favorite is all gone in your house!

*“Real Gone” is Tony’s hep-cat way of saying “Out of This World”—and Kellogg’s Sugar Frosted Flakes really are!

FROSTED FLAKES





He made history sit for its portrait...

IT'S HARD to figure sometimes what makes a man do the thing he *should* do, when the time for doing it comes. Take Mathew B. Brady, photographer.

There he was in 1861, all set up with two big fancy "galleries" in New York and Washington, earning fame and fortune very comfortably by taking portraits of the rich and great. Prince and President, Society Matron and Senator—only Mr. Brady would do when you wanted a photograph taken.

So what does this little Irishman do but leave all that, and go off in a wagon to live in mud and discomfort, get himself shot at, and spend a fortune for the privilege!

But a war had started between the States. And something told Mathew B. Brady that putting that war in accurate, truth-telling pictures was more important than posing Mrs. Van Aster in a new party dress.

Friends and relatives argued against leaving his profitable business but, as Brady said later, "Destiny overruled me... I felt I had to go; a spirit in my feet said go, and I went!"

And from then on, war was never quite the same to the people back home not fighting it. For Brady's pictures of war weren't pretty like the paintings had always been. You saw the mud, the twisted, horrible bodies of the dead, the ruin and the awfulness.

All up and down the battle lines this little man in his straw hat and long linen duster drove his "Whatizzit" wagon, as the soldiers called it, loaded with chemicals, tanks, glass plates, cameras and portable darkroom equipment. From Bull Run, to Antietam, to Gettysburg, he became a familiar but puzzling figure to the troops as they watched him, under fire, stand beside his big, ungainly camera while he opened the shutter and coolly counted off the seconds.

You couldn't bring a war into a studio, so he took his "studio" out to the war. And that's how Mathew Brady *made* history, even as he photographed it. For he was the first pictorial journalist... the godfather of today's news photographer and combat cameraman.

It cost Brady a fortune to lead the way. He died a poor man. But by doing the thing he *should* have done, when the time for doing it came, he left a rich heritage to the man with courage and a camera, who goes out to photograph the truth.

John Hancock

MUTUAL LIFE INSURANCE COMPANY
BOSTON, MASSACHUSETTS

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GORO WITH UNDERSEA CAMERA AND ASSISTANT (LEFT). HUGHES WITHOUT PORTFOLIO

THE LOWDOWN ON RED CORAL AND RED MORALE

It would be hard to find two more inaccessible places on earth to assign anyone than Moscow and the Great Barrier Reef of Australia. Nevertheless this week's issue has pretty intensive coverage of both these antipodal spots, thanks to the energy and resourcefulness of two staff members, Writer Emmet Hughes and Photographer Fritz Goro. Both assignments had similar obstacles to surmount—Hughes and Goro each had vast distances to cover, with the permission and frequently the help of the governments involved. Both travelers, for different reasons, met considerable difficulty in approaching their subjects.

But here, at least from the point of view of inaccessibility, the similarity ends. On the Low Isles in the Barrier Reef where he and Reporter Axel Poignant were attacked by a shark, Goro rigged a scaffold with a waterproofed camera on the end (above). He plunged it down to coral depth while he scanned the sea floor through an old orange crate with a kitchen window affixed

to its bottom. This way he took many of the spectacular "Coral Reef" pictures in our story on pages 74 through 94.

Hughes, on his part, had originally set out to get an interview with U.S.S.R. Premier Georgi Malenkov. Like many another newsman, he had applied for a visa specifically to do this and to everyone's surprise he got it. Most surprised, apparently, were the Soviet officials in Moscow to whom he duly presented himself for the interview. Europe-wise Reporter Hughes had kept his eyes open from the time he landed and when, after endless Kremlin double talk, it became obvious that no interview was forthcoming, if one was ever intended, he was well started on his own investigation. Talking to whomever and seeing whatever he could in the few days remaining to him, Hughes came up with a two-part estimate on Russia. The first instalment, which appears on pages 114 through 131, is far more penetrating than a brace of propaganda-loaded replies by Malenkov could ever have been.

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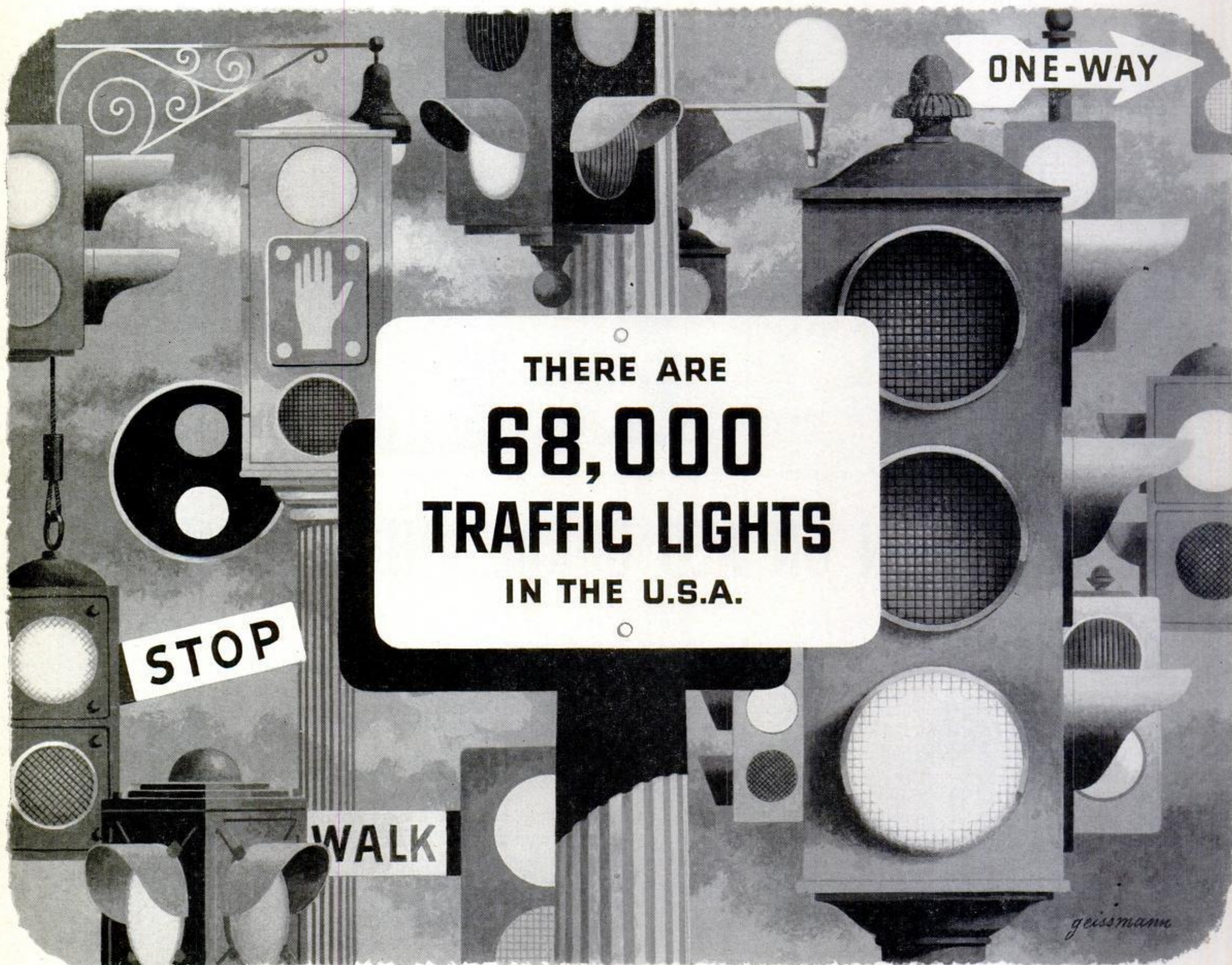
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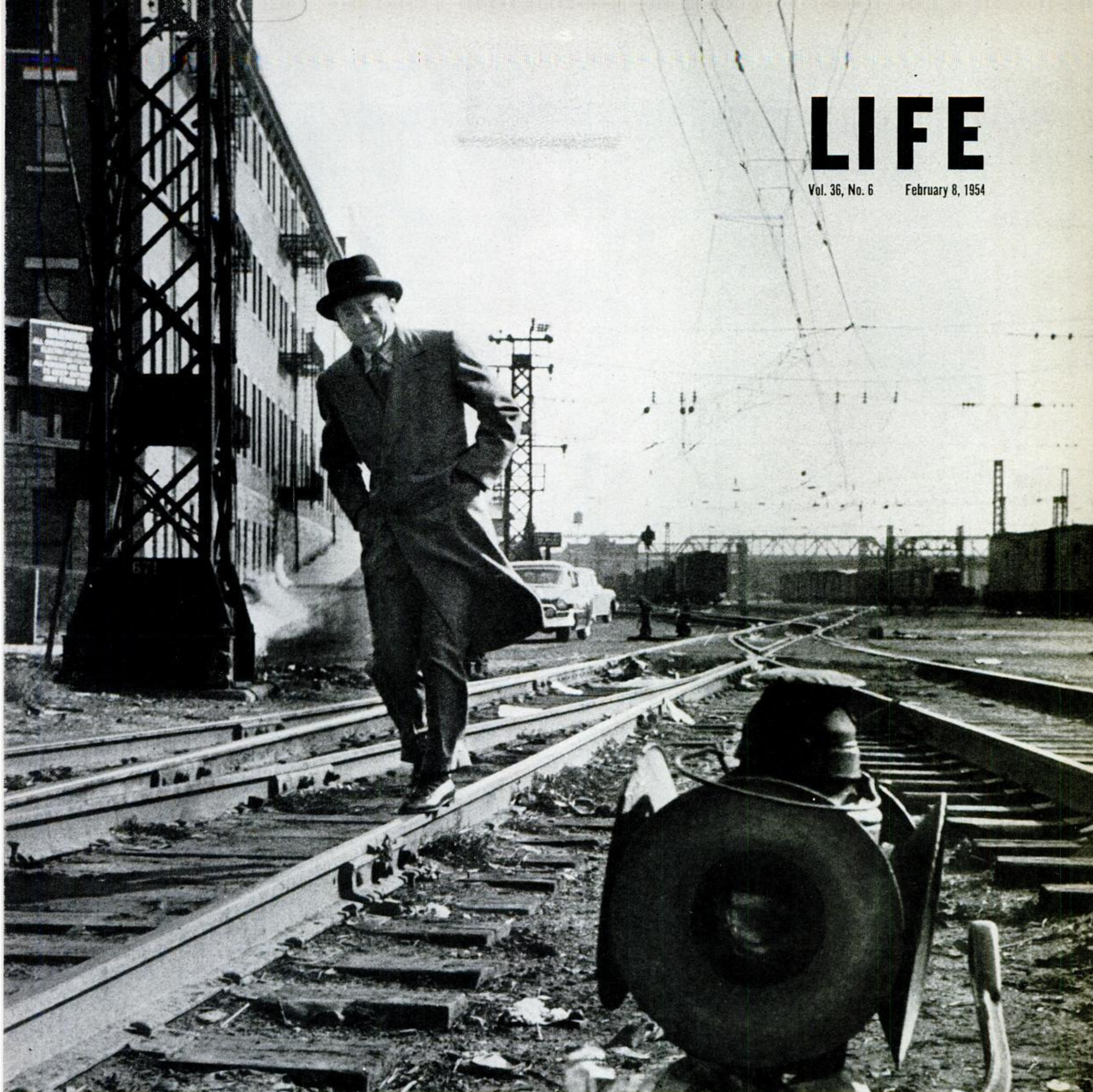
The amount of power you get out of gasoline depends on its octane rating. So—no matter what other qualities you want in your fuel—be doubly sure to get *high-octane* gasoline. The way to be sure is always to use "Ethyl" gasoline. Look for the familiar yellow-and-black "Ethyl" emblem on the pump.

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New York 17, N. Y. • Ethyl Antiknock Ltd., in Canada



*Enjoy full power—
use high-octane
"ETHYL" gasoline!*



AT 55, RAILROADER BOB YOUNG SHOWS IN NEW YORK YARD THAT HE CAN STILL BALANCE HIMSELF ON THE RAILS, A FAVORITE PASTIME DURING HIS TEXAS BOYHOOD

Memo From The C&O To The New York Central

Seven years ago, in a series of newspaper advertisements labeled memos (*above*), the nation's second biggest railroad, the New York Central, became the target of a war of nerves launched by the relatively tiny Chesapeake and Ohio. The disparity of size might have made this advice on how to run a railroad seem comical to some, but the Central was not amused. It knew that the ads were planned by one of the ablest, brainiest and most ruthless financial strategists in the U.S.—the C. & O.'s master, Robert Ralph Young. It

HERE COMES BOB YOUNG

also knew that Young was determined to grab control of the Central.

Young started his attempt to gain control by having the C. & O. buy 12% of New York Central's common stock. But the Interstate Commerce Commission stymied him by ruling that he could not vote the stock: it was against policy and the Clayton Antitrust Act to permit one man to control two competing railroads. Young bided his time and recently, in a dramatic move, he demanded that the Central allow him to name two

directors on its board and make him chairman.

Through carefully concealed purchases, Young and his associates in recent months had bought up a reported 300,000 shares of Central stock, about 5% of the total. What was more the Alleghany Corp., through which Young had long controlled the C. & O., had sold out its C. & O. shares. Thus Young was left free to vote the additional Central stock he had quietly bought. Now, as Central prepared to fight back, the biggest railroad battle in half a century took shape.

HISTORIC BACKGROUND FOR BATTLE OF RAILS



THE COMMODORE

Ruthless battles and financial slick tricks are not new to the N.Y. Central. It was put together by old Commodore Cornelius Vanderbilt, who began buying Harlem Railroad stock at \$9 a share in 1862. Wall Street's biggest "Bear," Daniel Drew, began selling the Har-

lem short. In the bear raid of 1864, Vanderbilt quietly cornered Harlem stock, "cleaned" the shorts for a cool \$1 million. Old Drew commented in a rueful rhyme, "He who sells what isn't his'n, Must buy it back or go to prison."

After beating Drew, Vanderbilt spread out and created his railroad system by buying lines from New York to Buffalo. Vanderbilt's great-grandson, H. S. Vanderbilt, senior member of his family on the Central's board, is one of Young's antagonists in the present scrap.



DANIEL DREW

Bob Young himself, whose rise to riches is told in the pictures at right, is more Daniel Drew's type of man.



H. S. VANDERBILT

In the 1920s, after losing a small inheritance in the stock market, he learned so much about stocks that Pierre du Pont and John J. Ras-kob let him bird dog their trading for them. Just before the 1929 crash, Young advised them to go short, but they didn't. Young did, however, and made his

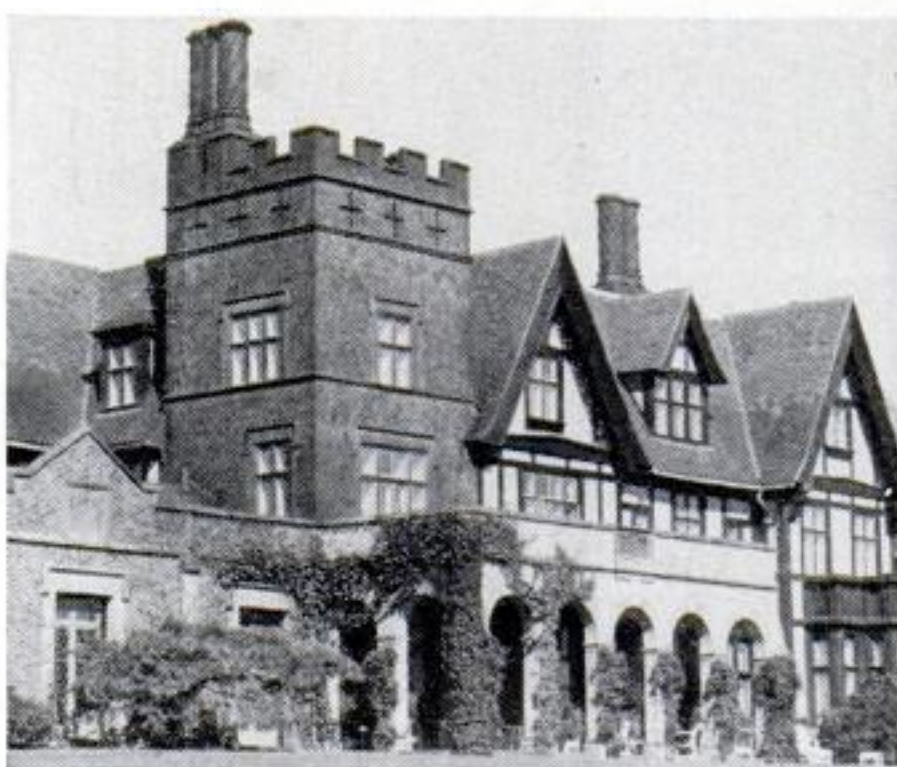
first million. With this stake and the help of wealthy Allan Kirby, who is still his big financial partner, Young bought up the ruins of the Van Sweringen empire which was ruled by Alleghany Corp., a holding company. The biggest prize Young got with Alleghany was the C. & O.



AT AGE ONE Bob Young was in Canadian, Texas, where his father was manager of profitable Moody cattle ranch. Young's mother was the ranch owner's daughter. Young inherited \$15,000 from his father.



FIRST JOB was at Jennings Drug Store in Canadian, where Young (in white apron) did odd jobs. Town being dry, drugstore was town's social center. Young's mother headed local W.C.T.U. branch.



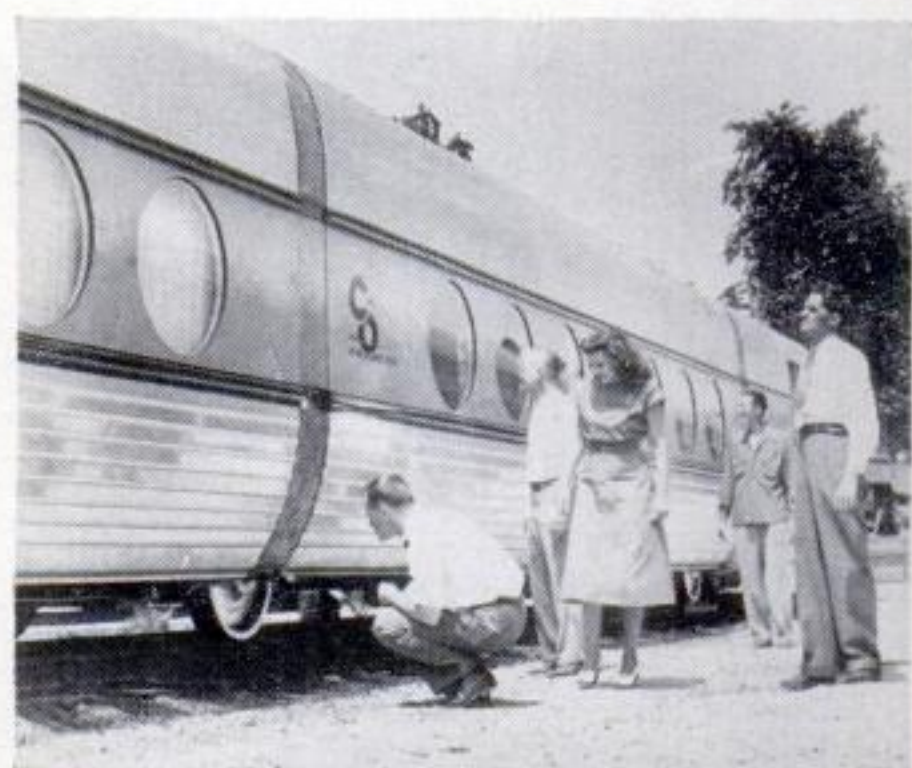
NEWPORT ESTATE, Fairholme, was bought by Young in 1942, has one paramount advantage: it is stone's throw from famous Vanderbilt mansion, The Breakers. Youngs stay here May through October.



ALLY, Cyrus Eaton of Cleveland, combined with Young in forcing competitive bidding for Cincinnati Terminal bonds. It was Eaton to whom Young sold his Chesapeake and Ohio stock last month.



REBUILT RESORT, Greenbriar Hotel in White Sulphur Springs, W.Va., was made over by Young at cost of \$4.2 million. He reopened it in 1948 with a huge, celebrity-filled party (LIFE, May 10, 1948).



"TRAIN X," modeled after a Spanish design, was promoted by C. & O. and shown all over the U.S. Lower and lighter than U.S. coaches, it has only one pair of wheels per car. Train was never put in use.



EXPLAINING OBSOLESCENCE of railroads, Young clammers over freight cars, which he considers too heavy, poorly designed. Endless tickets, he says, should be replaced by short, single ones and



reservations should be chargeable and handled by a central reservation bureau. Icicles, he complains, form on refrigerator cars because outdated methods include rust-producing brine and block ice. He



claims these should be replaced by mechanical refrigeration. At right he indicates inconvenient car height which was determined century ago by height of cotton bale wagons built for back-country roads.





FRATERNITY PICTURE taken at Virginia University where Young attended for two years. He quit college to take wartime job at Du Pont.



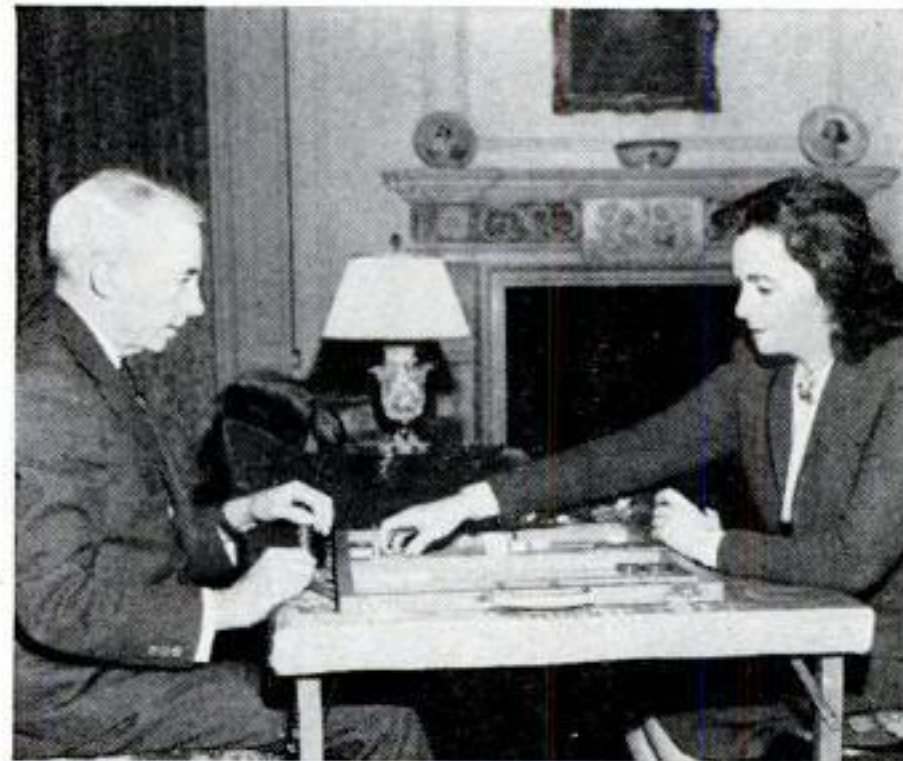
EARLY BOSS was John J. Raskob, GM vice president. Young, only 32, was financial aide to Raskob, considered one of country's top financiers.



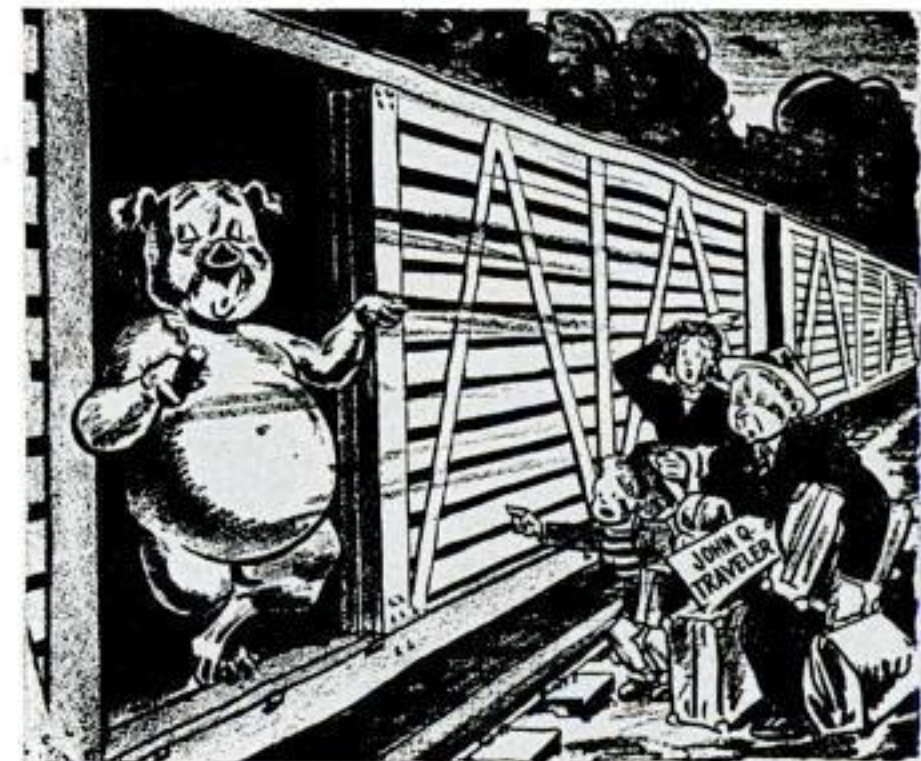
KEY DEAL in Young's career involved purchase of Alleghany Corp., which had interest in a dozen railroads. Young (*left*) put 1929 stock market profits with \$3 million from Woolworth heir Allan Kirby (*far right*) to buy Alleghany from George Ball (*second from left*). Frank Kolbe (*third from left*) was Young partner.



PERSONAL TRAGEDY for Young was death in 1941 air crash of only child, his daughter Eleanor, whose picture is on mantle at Newport (*above*) and in all of his many offices and homes all over U.S.



BACKGAMMON is a favorite pastime in the evening with Mrs. Young. Young, a demon at the game, usually wins. Wife is sister of Georgia O'Keeffe, famous painter. She and Young were married in 1917.



OPENING GUN in Young's campaign against the N.Y. Central and other railroads was 1946 ad which attacked rail conservatism, saying, "A hog can cross the U.S. without changing trains—but you can't."



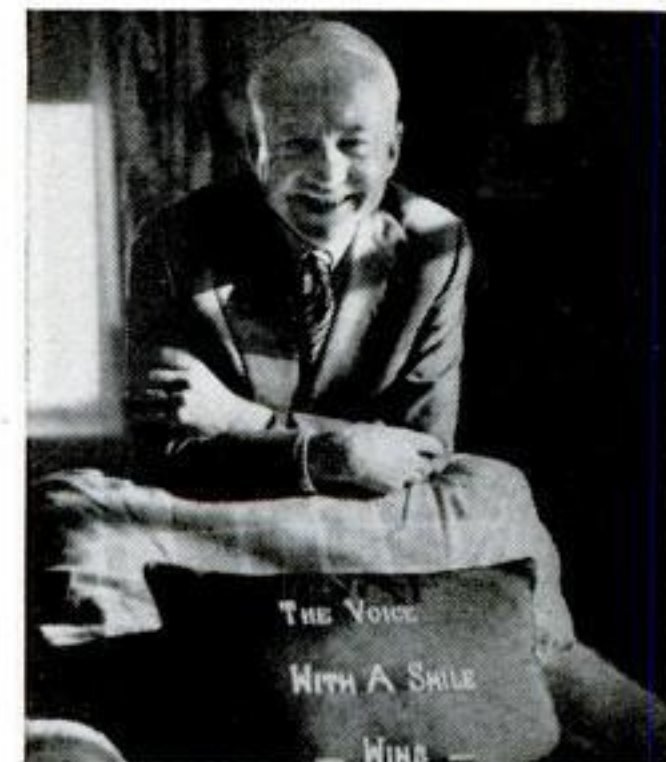
CRACK SHOT, Young (pictured with publisher, the late Gene Howe) often breaks 25 out of 25 at skeet, once cleaned out a shooting gallery.



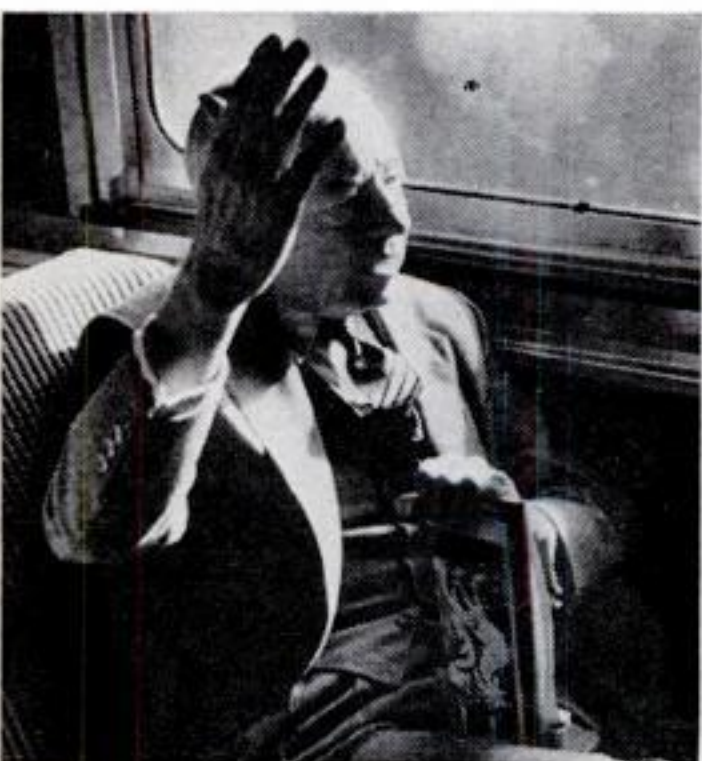
EXPERT GOLFER, Young usually shoots in low 70s, once carded a 69 on the Greenbriar course. Above, Ben Hogan watches as he tees off.



GENIAL HOST, Young welcomes Duke and Duchess of Windsor to a Greenbriar party. Windsors stay each winter at Young's Palm Beach estate.



HAPPY RECIPIENT, Young displays pillow given by the Duchess of Windsor. This is in Young suite in New York's Waldorf-Astoria Hotel.



DISCUSSING FUTURE, Bob Young happily describes his request to be put on New York Central's board of directors. "I hope they turn us down. I would rather start out with a whole new board." He



counts on his fingers while estimating that he will triple the Central's profits within five years. To the charge that he is power hungry, he retorts: "Robert Young (pointing to his chest) never took his



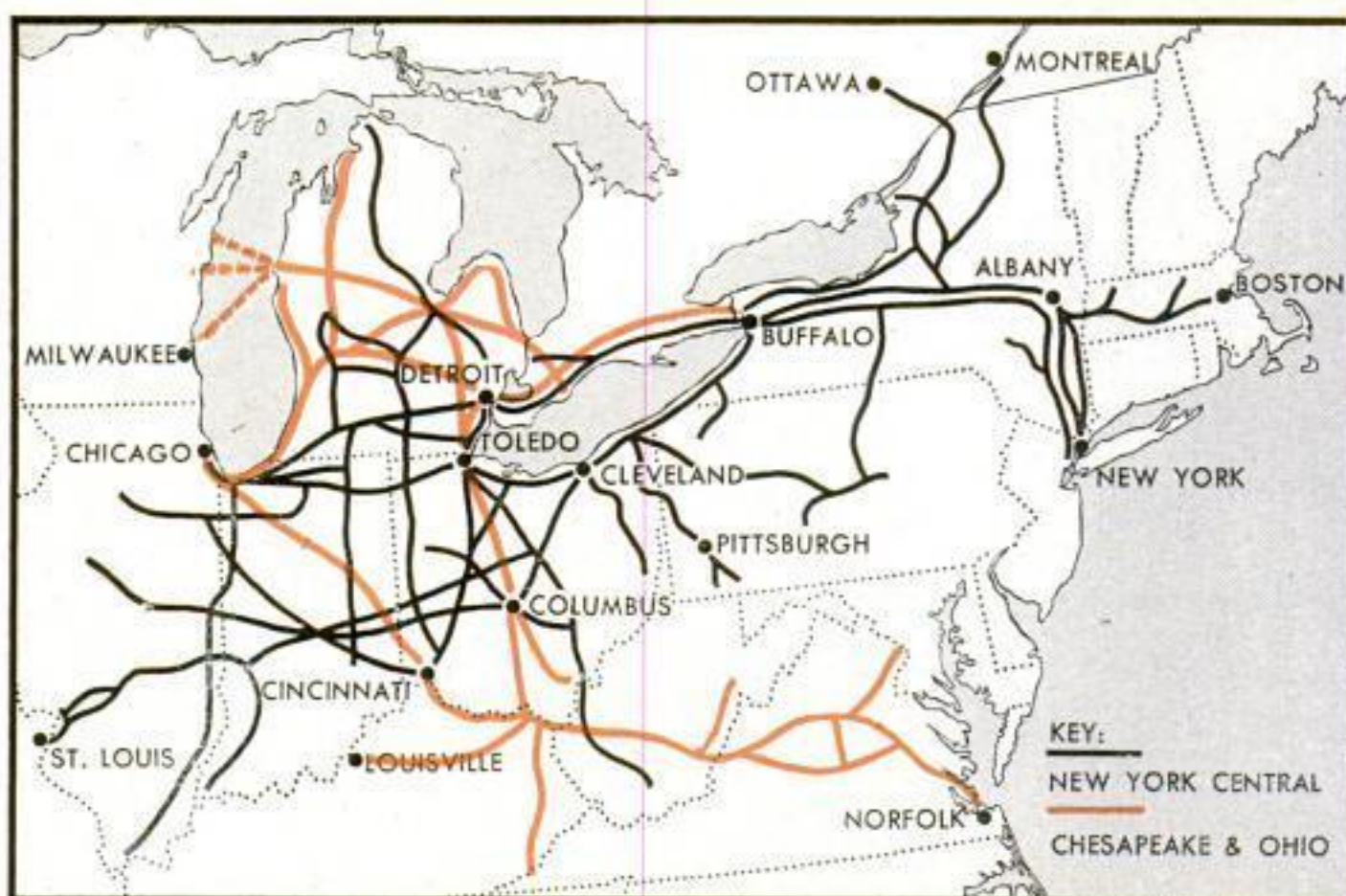
eye off a dollar. . . . The men who run the railroads run them for their friends, not for the stockholders or the passengers. That's why they hate me." And then he rubs his hands together gleefully.





IN CENTRAL'S COMMAND POST, President William White (at right) maps battle strategy with

veteran Finance Vice President Willard Place. Behind is map of Central's sprawling, far-flung system.

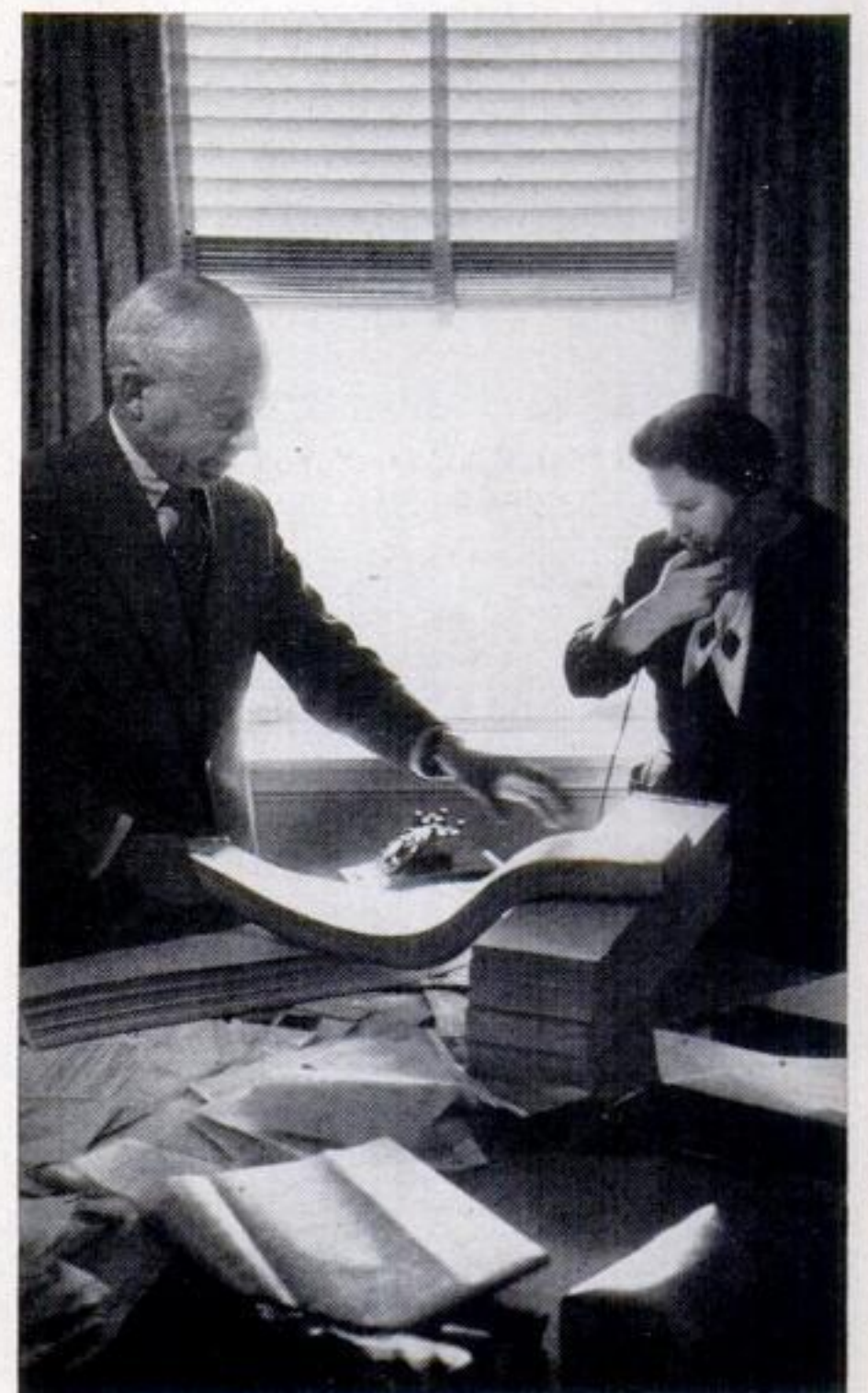


TWO SYSTEMS are mapped. Central has 10,714 miles, carries wide variety of freight, many passengers. C. & O. (4,301 miles) is predominantly coal carrier.

Young CONTINUED



CAUGHT IN CROSS FIRE, Chase Bank's Percy Ebbott is "neutral," holds C. & O.'s Central stock.



READY TO ATTACK, Young examines lists of 44,000 Central stockholders for likely proxy fight.

STRATEGISTS GIRD FOR CONFLICT

What is Young after in the Central? It has immense wealth (\$2 billion of invested capital) and immense power. Young claims he wants to modernize the Central, make money for stockholders. His enemies, conceding the C. & O. has operated at a profit, point out Young's management drove the railroad \$40 million deeper into debt—a paradox Young explains away by claiming the value of equipment was improved \$300 million in the same period. But his enemies charge that Young took some of the cash intended for new equipment, used it to buy Central's stock—now, under ICC order, held in trust by the Chase National Bank. Having sold his C. & O. control to his crony Cyrus Eaton, Young hopes the ICC will let Eaton vote the 12%. Whether it does or not, Young, an old hand at proxy fights, thinks he can win a majority of Central's stockholders.

DREAMS OF CONQUEST bemuse Empire Builder Young as he looks at vast marble reaches of Grand Central Station, a rich real-estate prize in the fight. →



CHECK

THE SUPREME COURT HAS NOT CHANGED HOLLYWOOD'S NEED OF UP-TO-DATE SELF-CENSORSHIP

NONFIGHTING WORDS

Steel-union men have heard this one, but to others it may illustrate what United Steelworkers Chief David McDonald and U.S. Steel Chairman Ben Fairless mean by a "successful experiment in human relations." To promote a better feeling between workers and management, the two men have been touring steel plants together and talking from the same platforms. McDonald relates an incident of a recent visit to an open hearth. A first helper, a big fellow, was called over and introduced to Mr. Fairless.

"Are you really Mr. Fairless?" asked the big helper.

"Yes," was the reply. "I'm Ben Fairless."

"Well, what do you know. I always said I could lick Ben Fairless, and now I'm sure of it."

"That," said Mr. McDonald, "was a study in human relations."

Movie censorship seems to be undergoing some censoring itself these days. The U.S. Supreme Court has ruled unconstitutional the banning by state censors in New York of *La Ronde* (on moral grounds) and in Ohio of *M* (as inciting to crime). Samuel Goldwyn, Hollywood's senior and probably most hygienic producer, rose up not long ago and argued right out loud that the movie industry's 24-year-old morality code—by which the industry is supposed to police itself—should be overhauled and updated. Howard Hughes, the tempestuous millionaire who bosses RKO, has defied not only the code but the Roman Catholic Legion of Decency in refusing to withdraw *French Line*, a little stinker in which Jane Russell executes a brief series of what are known professionally as "bumps." Finally, an independently produced comedy, *The Moon Is Blue*, which deals with sex, though not indecently, was released, also in defiance of the code, and has been a whopping box office success.

Should all movie censors pack up and quit? A little history may throw light on this question. Public concern over movie morals first took militant form back in the nickelodeon days, when in 1908 Mayor George B. McClellan revoked the licenses of every movie in New York because of a film called *The Great Thaw Trial*, based on the famous murder of Architect Stanford White. The cleansing effect of the mayor's action was neither powerful nor lasting, for in the ensuing years up to 1921 movies got dirtier and dirtier. Frederick Lewis Allen in *Only Yesterday* quotes a piece of movie advertising typical of the early '20s: "... beautiful jazz babies, champagne baths, midnight revels, petting parties in the purple dawn, all ending in one terrific climax that makes you gasp." Large segments of our citizenry, particularly parents of children at the impressionable age, grew pretty sick of this kind of stuff, and there was a strong move in Congress to establish federal control. Hollywood forestalled it by hiring Will H. Hays, the eminent Republican and Presbyterian, as the industry's moral czar.

For a while things went along quite morally under Czar Hays. No matter how violently, and fascinatingly, a character defied ethical standards throughout a film, there was always a steamshovelful of retribution dumped on his or her head at the film's tag end. But when the Depression came along, some producers began making dirty pictures again—interlaced with the punch lines of smoking car jokes and "display sequences," the industry's term for points in a film where the story stopped and one or more of the actresses removed her clothes. By 1933 the Roman Catholic Church, tired of what

it rightly considered the stalling around of the Hays Office, took direct action by organizing the Legion of Decency, after which Joseph I. Breen was engaged by the producers to represent the Catholic point of view and interpret the morality code.

The fact that this code has now been successfully defied, as by *The Moon Is Blue*, is not a good reason for abandoning it. The record shows that many producers, if left to themselves, could not be trusted to exercise reasonable self-restraint. The trouble is, the censors can't be trusted either. The workings of the censorial mind are incomprehensible. In the past few years we have seen pictures about seduction and abortion (*A Place in the Sun*), rape (*A Streetcar Named Desire*) and adultery (*Clash by Night*, *David and Bathsheba*)—all released with morality code approval seals on them. Yet, last November, Paramount was forced to remove three "hells" and one "damn" from *Cease Fire!* which had been shot in Korea under actual battle conditions with a cast of combat infantrymen.

Movie censorship suffers not only from lack of logic but from overpopulation: in addition to the Breen Office there are censorial boards in seven states and more than 50 cities and towns. It may be hoped that the Supreme Court's decision will eliminate some of these, but not all. In their minority concurring opinion, Justices Douglas and Black came out for a completely free screen, declaring that "every writer, actor or producer, no matter what medium of expression he may use, should be free from the censor." This is indeed a novel application of the Bill of Rights; for the screen is not primarily a medium of information and opinion, but of entertainment and taste.

We think that any censorship is stultifying, and self-control is the best control. But speaking realistically, how much self-control is there in Hollywood? Among individual producers, not enough. Hence the necessity of some such collective control as the Breen Office exerts.

But that fact scarcely justifies the complacency of Eric Johnston, president of the Producers' Association, who recently likened the Breen Office code to the Constitution of the United States—"a living document for living people." The code should be easier to amend than all that; and Sam Goldwyn is right—it now needs amending. The U.S. has grown a good deal in the past 20-odd years, and a preference for adult movies has grown along with it. Changes in taste and mores do not necessarily mean a deterioration of morals. Hollywood should reflect the first, while still not permitting its less scrupulous individuals to contribute to the second.



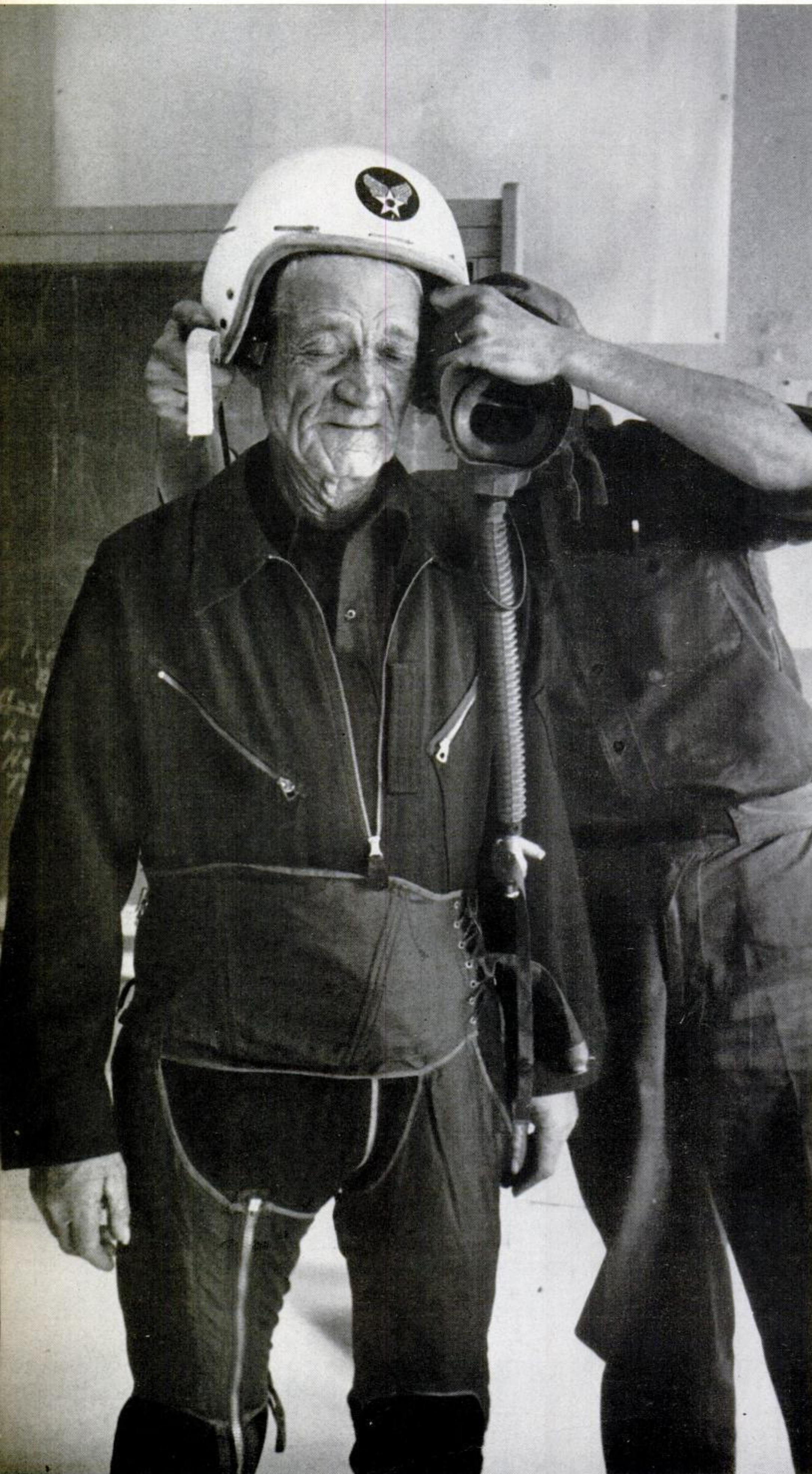
A DOOMED DRIVER IN A MANTLE OF FLAMES

The horror came a quarter way through the city of Buenos Aires race. Eric F. Greene, 50-year-old veteran of Argentine tracks, was flashing down a straight stretch when his car flipped over. Policemen ran to help him, but as they came near they saw Greene pulling himself up

from a pool of fire that had formed around the cockpit. His clothes were alight. The police hesitated, then scattered in terror as Greene stood up, wrapped in flames from head to foot.

In grotesque grace, as if dancing a fiery minuet, he ran after the fleeing cops for a

few paces, then turned toward a photographer named José Elías Sanchez who took this picture and then fainted. Greene sank slowly to the ground and a doctor came running up to smother the flames in a raincoat. By this time Greene was unconscious. He died in a hospital.



RIDE IN JET PLANE for grandfather was suppressed desire of 13-year-old girl. So Otto Bolan-

baugh, 68, strapped into a G-suit, took first plane ride in life. He enjoyed 500-mph flight in T-33.



TREAT FOR PASSENGERS was the secret longing of Bus Driver John Leslie, who stopped his bus

HIDDEN URGES

Paper answers Denver desires

In an outburst of civic curiosity, the *Denver Post* asked its readers to reveal their suppressed desires, promising to fulfill those they considered worthy and interesting. Hundreds of revelations flooded in, some from as far away as Connecticut. From these the *Post* picked 10 winners and proceeded to satisfy their urges, which together made a spirited tapestry of human longing.

Housewives told of repressed passions which varied from the romantic desire to ride an old-fashioned railroad handcar to the coldly practical one of wanting to be turned loose in a supermarket to buy everything in sight. Some



MOUNTAIN TRIP by ski-lift satisfied the suppressed desire of Mrs. Allie Ahlstrom, a polio victim.



to tell them, "I want you all to go with me to dinner and a theater." Ten of the 25 aboard took him up.

ARE FULFILLED

for jets, mountains and music

readers had vicarious suppressions, like the girl who wanted a jet plane ride not for herself but for her grandfather, and the woman who wanted her staid husband to dress up in loud sports clothes.

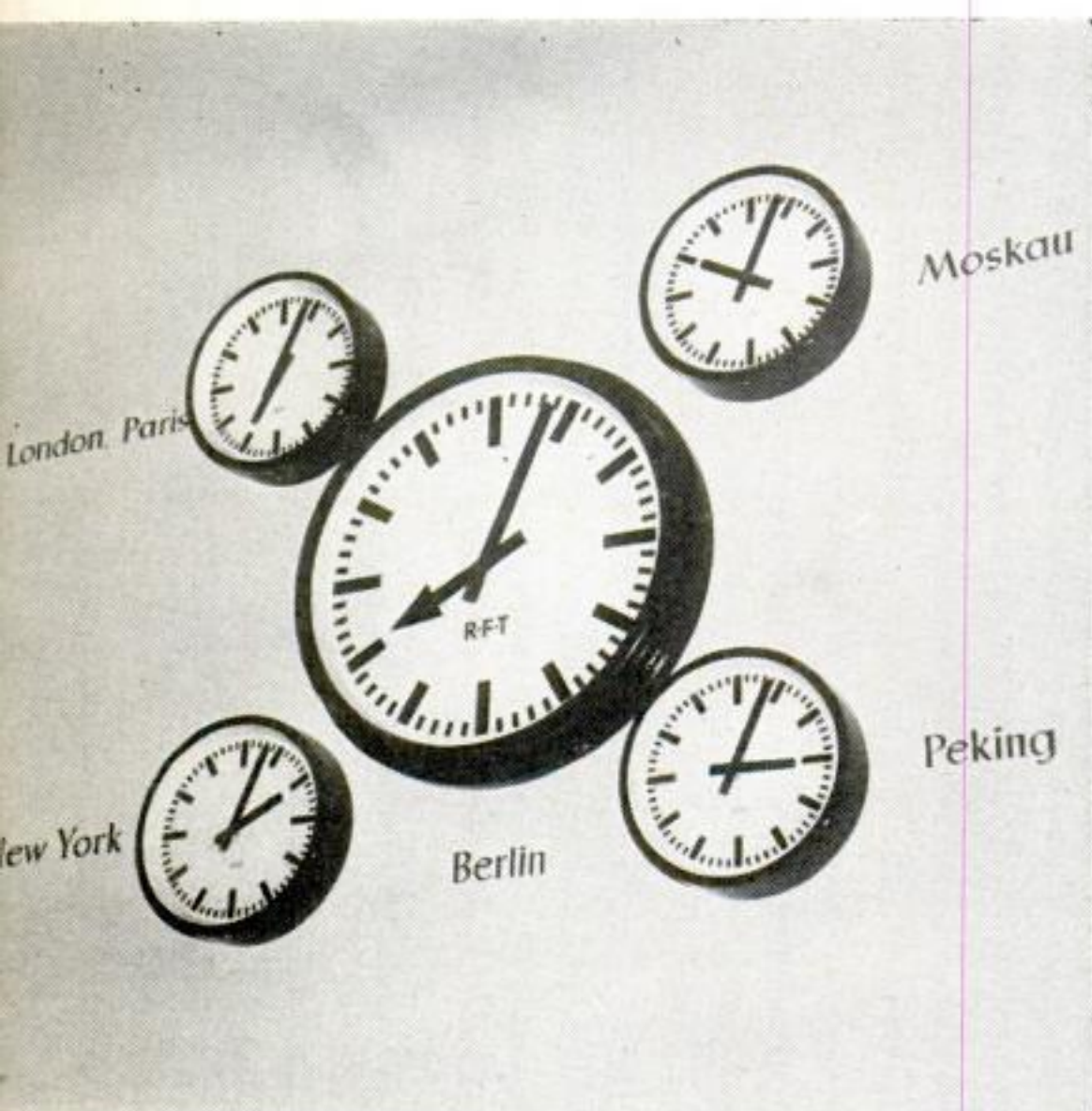
The *Post* managed to requite all the winning desires, including those shown here, save that of the girl who longed for "Marlon Brando's hairy arms around me, his hot breath on my lips." (Brando said no.) The winners agreed there was nothing quite like having a secret urge fulfilled. "Wanted to do that for years," said the boy who had just shot the ornaments off a Christmas tree. "I feel much better now."



LEADING ORCHESTRA was wish of Mrs. Roy Moyer, who led Denver Symphony in short number.

MRS. WALTER FRALEY RACES DOWN MAIN LINE →





PITCH FOR RED CHINA was made by adding Peking time to clocks in Soviet sector press center.



"BIG FOUR" SEDANS WERE LINED UP IN FRONT OF THE CONFERENCE BUILDING. FROM LEFT TO RIGHT:

CARS, CLOCKS AND THE

Foreign ministers dispose of some routine talk

Since the Big Four foreign ministers last met in 1949 there had been a 100% turnover. Dulles, Eden, Bidault and Molotov had replaced Acheson, Bevin, Schuman and Vishinsky when the U.S., Great Britain, France and Russia got together last week around a rectangular table in West Berlin. It was the eighth foreign ministers' meeting since the war, and the official-looking trappings (*above*) were reminiscent of the seven others. So too, after one week, was its futile *Kaffeeklatsch* atmosphere.

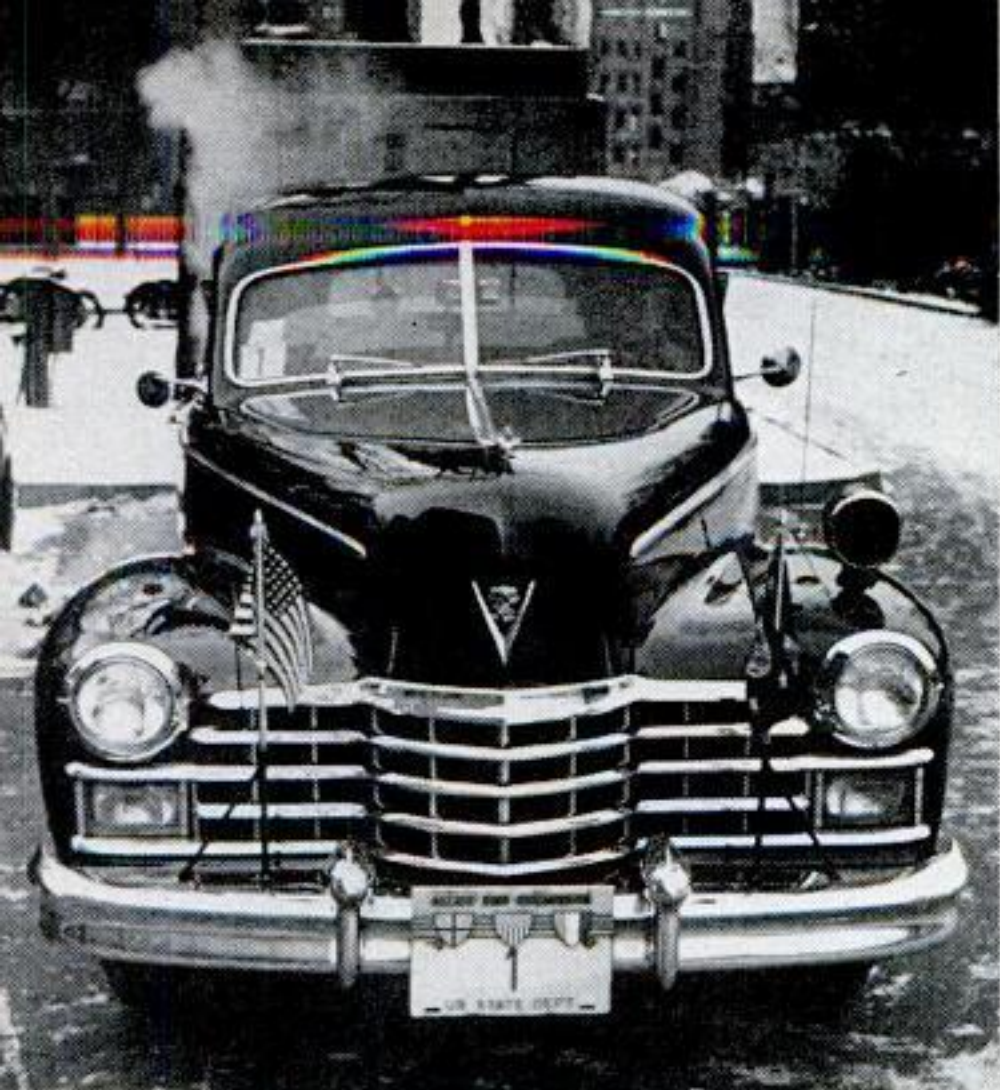
The four powers were meeting to discuss Germany's future, but it was immediately plain that Russia's Molotov had other things in mind: to prolong the conference as long as possible, lure the French away from EDC and generally demonstrate to the world that Russia's peacemaking efforts had again been spurned by the wicked West. He began by proposing a future five-power parley to include—naturally—Red China. He baited the French by hinting to France's Georges Bidault that such a



LATE DEPARTURE from conference is made by Dulles, who reads with aid of a special back seat light, on his way home to his waiting wife (*opposite page*).



OPENING SESSION found four-power delegations facing each other sternly across a crowded conference table. The Russians sit in background with their



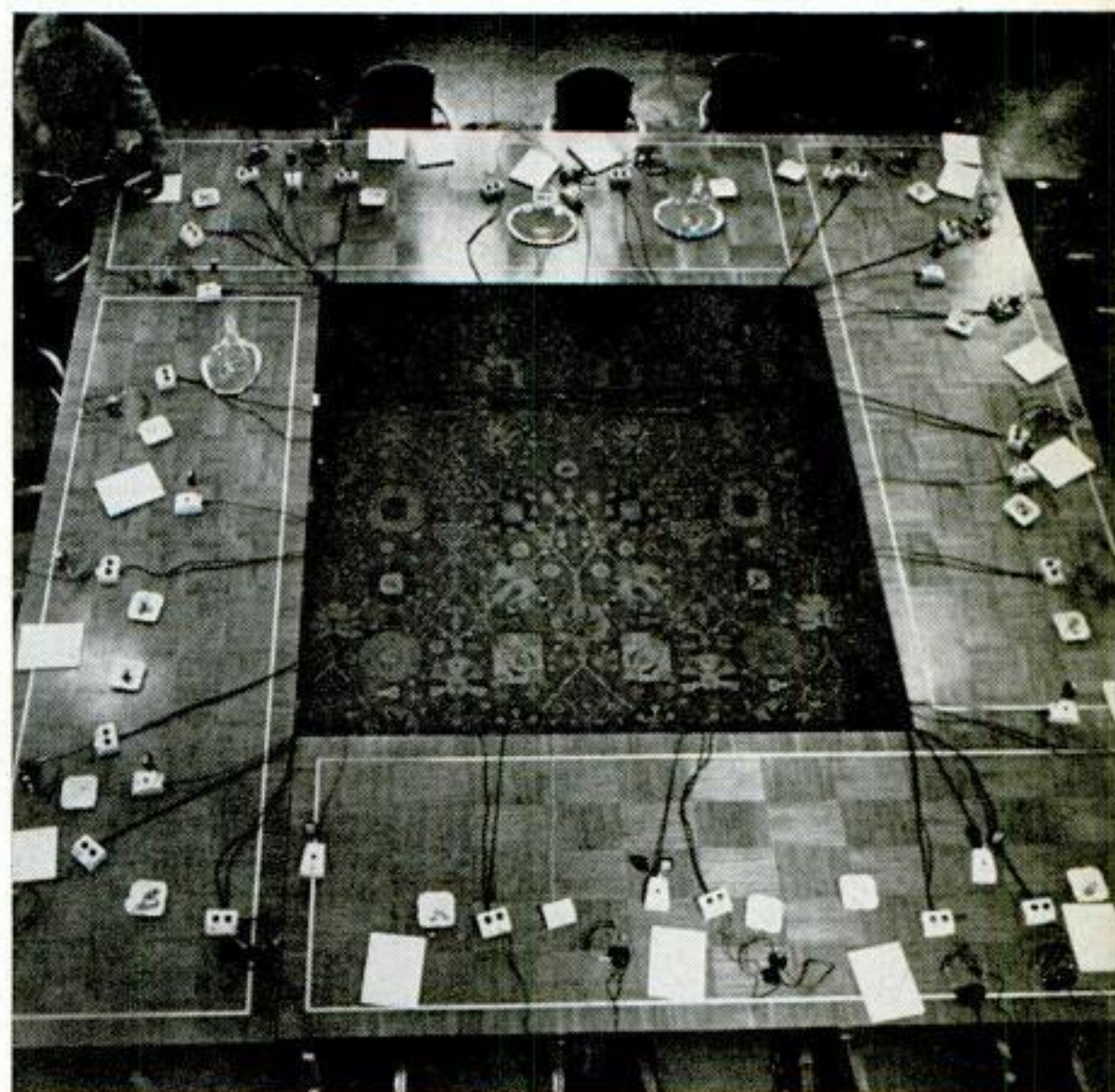
EDEN'S ROLLS-ROYCE, BIDAULT'S CADILLAC, DULLES' OLDER CADILLAC AND MOLOTOV'S RUSSIAN ZIS

FOUR-POWER 'KLATSCH'

and get down to the business of hard diplomacy

meeting might settle the seven-year-old Indochina war. He also tossed in a rusty old Soviet resolution for world disarmament.

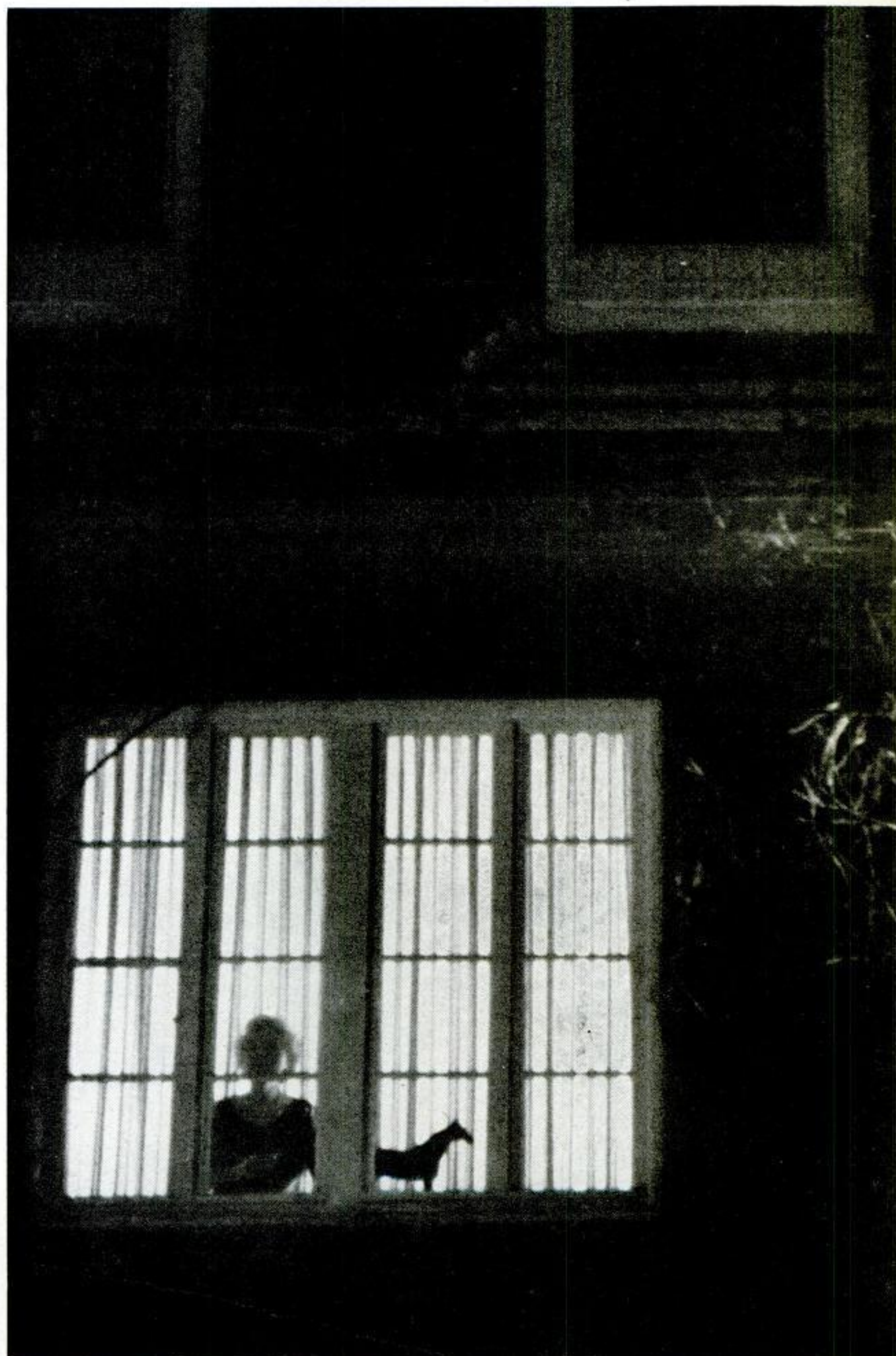
These were familiar Russian delaying tactics, but U.S. Secretary of State John Foster Dulles met them with some not-so-familiar counter-plays. First he flummoxed Molotov by accepting the Russian's proposal for an agenda, so as not to delay the conference. Then he left it to France's Georges Bidault to rebuff the Russians, and Bidault did. By the fifth day Molotov had been maneuvered into hearing the West's plan for a German peace treaty. It stipulated free elections, which the Russians have steadfastly resisted. But the West, led by Dulles, had by-passed the quicksand of procedural argument and got down to the business at hand. On that note the conference moved to the Soviet Embassy in East Berlin for Round Two and a showdown to prove who really wanted the agenda's stated aim of "reducing tension in international relations."



EMPTY TABLE, with earphones for simultaneous translation, is made ready for the opening session.



leader, Molotov (center) next to Gromyko. On right are U.S. representatives with Dulles leaning forward. The French are seated in foreground and British at left.



WIFELY VIGIL is kept by Mrs. Dulles who, standing beside a bronze horse in the window, waits for her tardy husband to arrive at dinner party she is giving.



DOWN THE DESERTED STREETS OF ST. PAUL, USUALLY ALIVE WITH PLAYING CHILDREN, DR. BELCHER MAKES HIS LONE ROUNDS TO GIVE G.G. INJECTIONS.

PRIBILOF POLIO

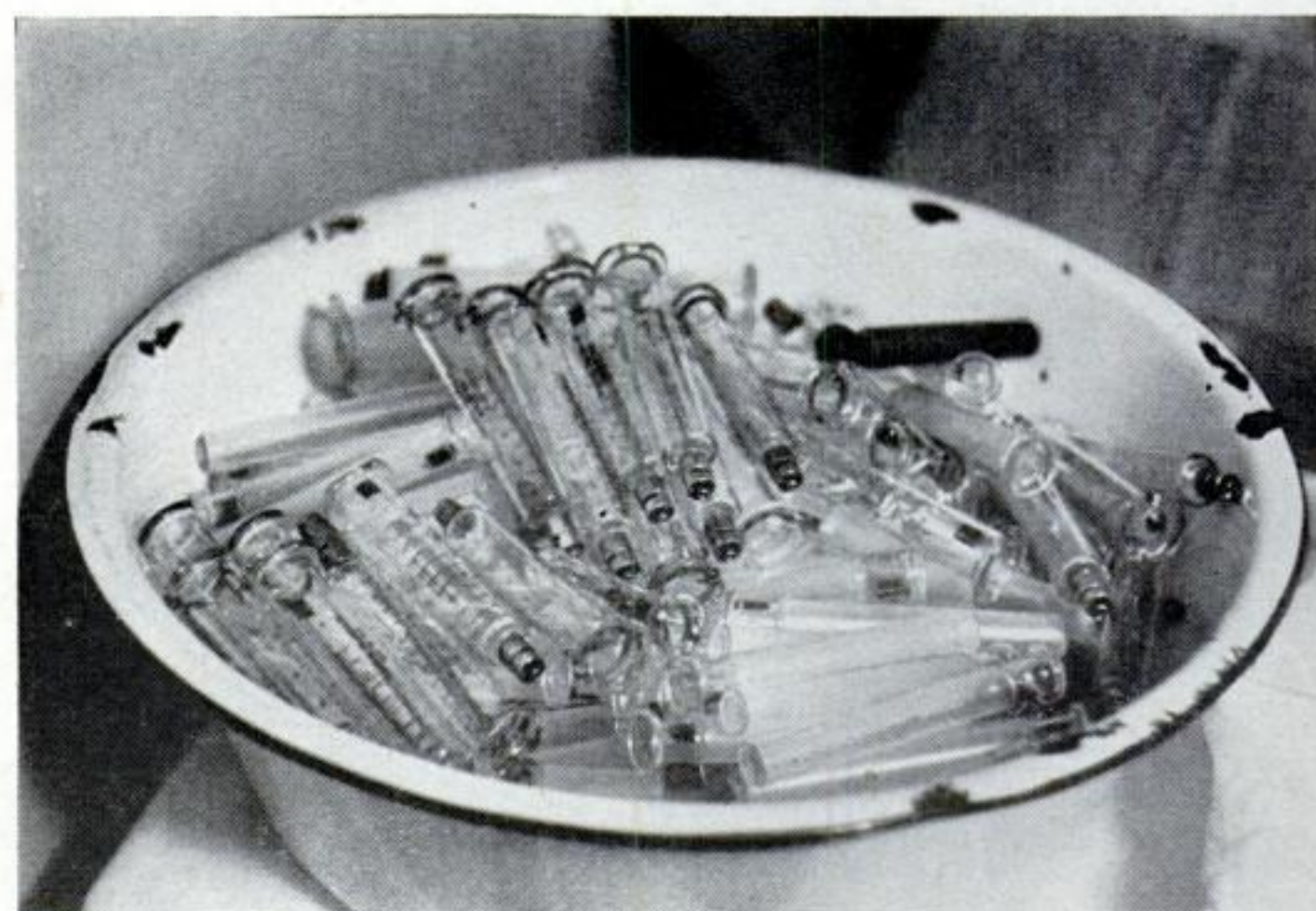
Young doctor with g.g. battles epidemic on lonely Alaskan isle

Early in January a young girl died of polio on St. Paul Island, in the Pribilofs, which are buried in the mists of the Bering Sea north of Alaska's Aleutians. Then two boys were stricken. The island's lone doctor, a 26-year-old Virginian named Henry Vaughan Belcher, doing his first duty since his internship, radioed the mainland: "Epidemic poliomyelitis starting. Request gamma globulin for 180 children."

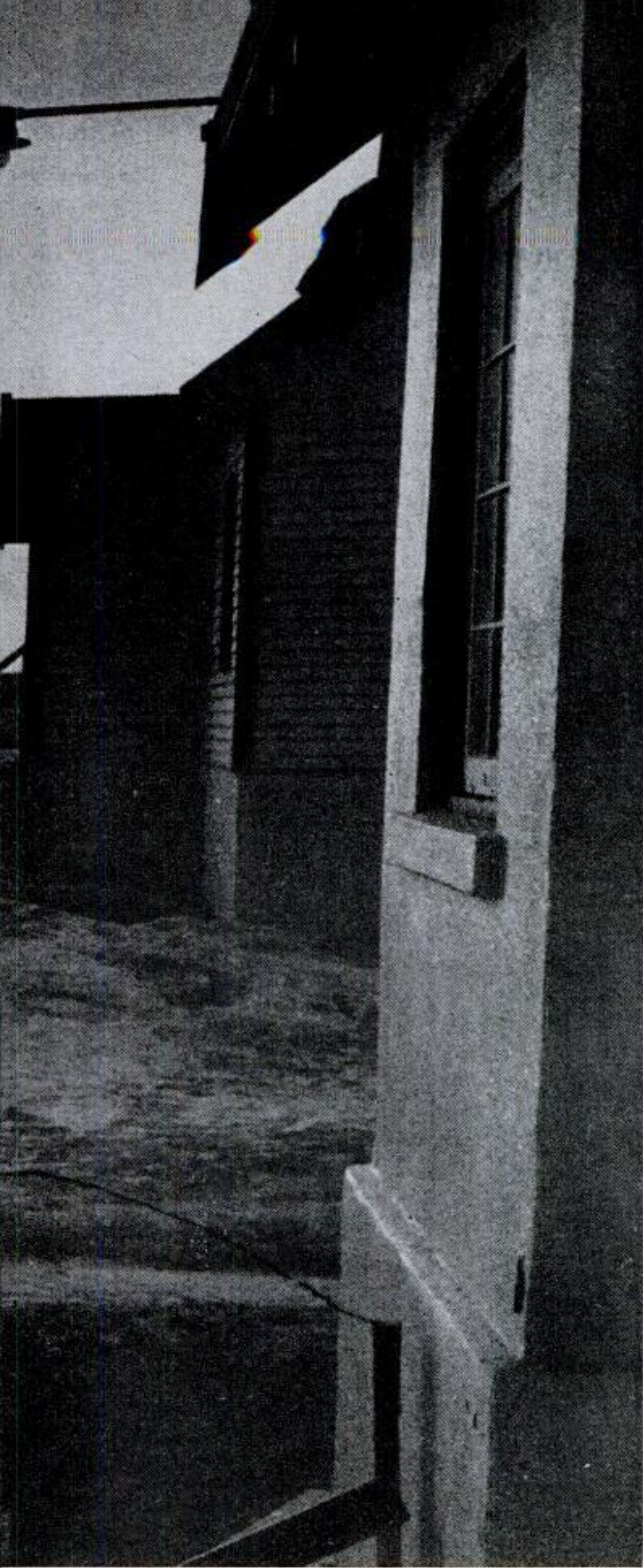
As the first shipment was flown in, the Virginian took bold command. He forbade congregating or visiting among the population of 369 which lives off the fur-bearing seals which make the islands famous. With the cold Bering winds lashing him he made his lone rounds giving g.g. injections in the islanders' homes. The epidemic reached 15 cases, the worst ones tended in Belcher's five-bed hospital, and he



ST. PAUL, the main Pribilof island, is under the jurisdiction of the United States Fish and Wildlife Service, which supervises the processing of fur seals.



DISHPAN OF SYRINGES was left from inoculations of gamma globulin. The g.g., a blood derivative, came from National Foundation for Infantile Paralysis.



DOCTOR VISITED SICK HOMES TWICE EACH DAY

reached the last of his g.g., with only half the children inoculated.

The exhausted doctor went to bed and was awakened at midnight. He staggered out—to deliver a baby. "I felt then that the island would survive," he recalls. That day another plane dropped g.g. for the rest of the population, Belcher finished his inoculations and, with two dead, the epidemic seemed checked.



STRICKEN MOTHER is inoculated. She refused to sleep apart from child who had escaped disease.

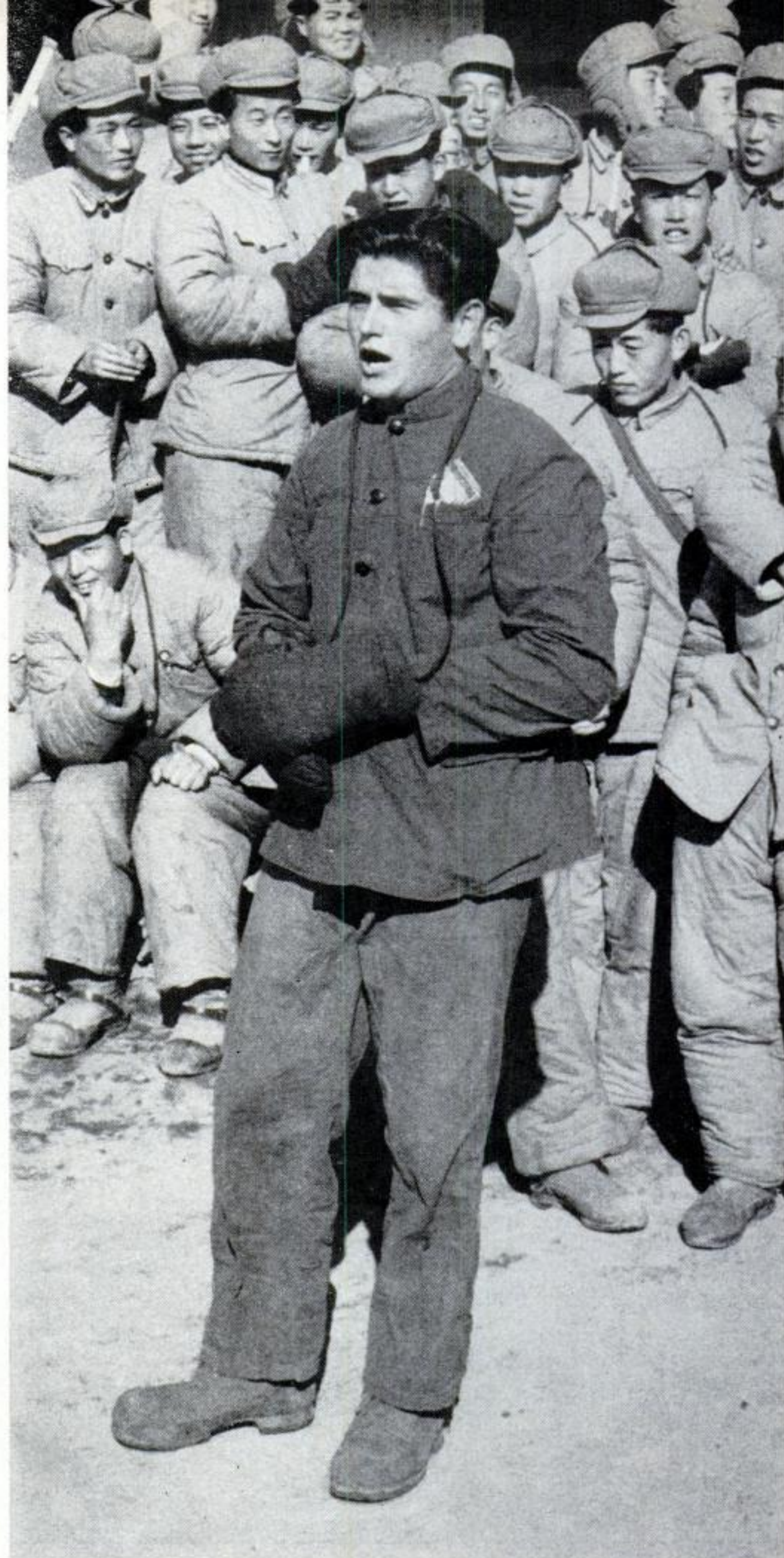


EMPTY CHURCH rises behind priest who has just celebrated Epiphany alone. Church is Russian

Orthodox faith, established by Russians who first settled islands. The population is mostly Aleuts.



THE CRACKLE OF FREEDOM sounds in fireworks set off by woman, whose scared child is in the arms of an officer, as she greets anti-Communist prisoners.



A SONG OF COMMUNISM is sung by William A. Cowart, a pro-Communist prisoner from Arkansas, who entertained his fellow pro-Reds waiting ride north.

HAIL AND . . . FAREWELL

In Taiwan last week free China received some 14,200 onetime Red soldiers who, with 7,574 North Koreans, had won their fight to remain in the free world. They were welcomed with bouquets of flowers and baskets of fruit and paraded in trucks down a 20-mile-long avenue of cheers, tears and exploding fireworks. Chiang

Kai-shek's administrators then moved them on to "freedom villages" to start a three-month reindoctrination course in the ways and beliefs of free men before their final liberation.

Meanwhile in Korea one Briton, 21 Americans and 325 South Koreans said defiant good-bys to the free world. They sang bravely to

one another, and as they drove north the Englishman called back "good luck" to watching photographers. But he and his fellow turncoats are the ones who may need luck. The Communists made it plain that they accepted them not as free men but as prisoners—potential low chips in some future international poker game.

ARRIVING IN TAIPEH, the capital of Taiwan (Formosa), the returned anti-Communist prisoners pass through city streets jammed with welcoming crowds.



OFF TO RED CHINA, their probable destination, go the 21 Americans, with Morris R. Wills smiling back. U.S. has dishonorably discharged all 21 of them.



Hot and Hearty... and Tastes Delicious!

Soup for Lunch



CAMPBELL'S
VEGETABLE SOUP
Jumbo Sandwich Coffee



"I just pick a soup from my Soup Shelf —and plan a meal around it. For lunch or supper there's no main dish like soup. I keep plenty of the family's favorite soups always on hand; especially Tomato and Cream of Mushroom—I use them so much in cooking."

Just 4 MINUTES from shelf to table!

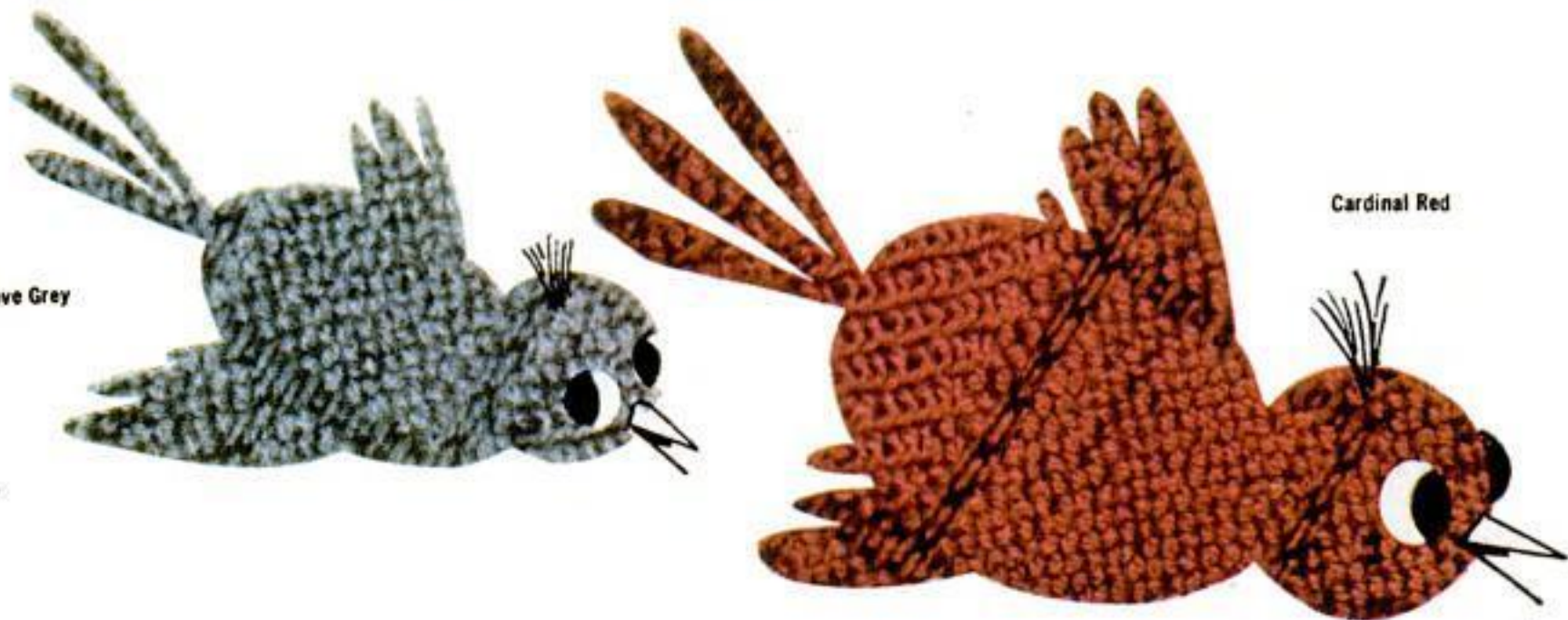
For downright eating pleasure it's hard to beat a good big bowl of soup. Hot... flavorful... nourishing... it goes "right to the spot". And where else will you find a main dish so thrifty, so absurdly easy to prepare? 21 delicious Campbell's Kinds to choose from... variety galore. So today... every day... have *soup for lunch!*

Campbell's SOUPS



Dove Grey

Cardinal Red



*This new Kroehler "Broadmoor" Group
features Candalon 100% Nylon Frieze
by **Collins & Aikman***

See the lively, lovely-to-live-with new colors in Miracle Fiber Nylon Frieze... woven by world-famous Collins & Aikman. Just feel these luxurious fabrics, famed for durability and easy cleaning. No wonder your new Kroehler Cushionized* Furniture will stay new-looking...for years and years to come.

Bijou Rose

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"Early



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Compare this unsurpassed furniture value...from every point of view. Relax in the comfortable luxury of Kroehler Cushionized® Furniture. Look at the fresh new styling. Then discover how easily this thrillingly new furniture can be yours. Buy now and save with these special pre-season low prices. See your Kroehler Dealer for this extra-special value. Ask to see the "Broadmoor" Group!

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Full-size sofa only \$150 • Companion lounge chair \$85

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MEN
WHO KNOW WHISKEY
ARE NOW SAYING
"FOUR ROSES"



...because Four Roses today
is the finest Four Roses ever bottled. And—
in our opinion—that makes it the
finest whiskey you've ever enjoyed.

Frankfort Distillers Corp., New York City.

Blended Whiskey. 86.8 proof.

60% grain neutral spirits.



FIRST CRASH occurred in bush near Nile in Uganda where pilot skillfully set plane down in clearing (left). Flier who spotted it reported no sign of life.

'PAPA' POPS UP AGAIN

A diehard novelist outlives his obituaries

The grizzled gentleman below, who writes fiction that has the ring of truth, is telling a true story that sounds like fiction. He is Ernest Hemingway, explaining how he and his wife twice encountered and escaped death in Africa. Flying over the Nile they dodged a flock of giant ibis, which could have smashed their plane, swooped past seven crocodiles basking hungrily on the bank and crash-landed near a herd of elephants. A passenger plane reported the wreck and newspapers all over the world printed the author's obituary. But the Hemingways—he with a wrenched arm and she with two cracked ribs—hitched a boat ride to another plane. This one ground-looped on take-off and crashed in flames. Finally turning up at Entebbe by car, "Papa" Hemingway said, "Please don't think I'm doing anything to sell books."



FIRSTHAND ACCOUNT of narrow escapes is given by Hemingway who said he would continue aerial safari after picking up another plane in Nairobi.

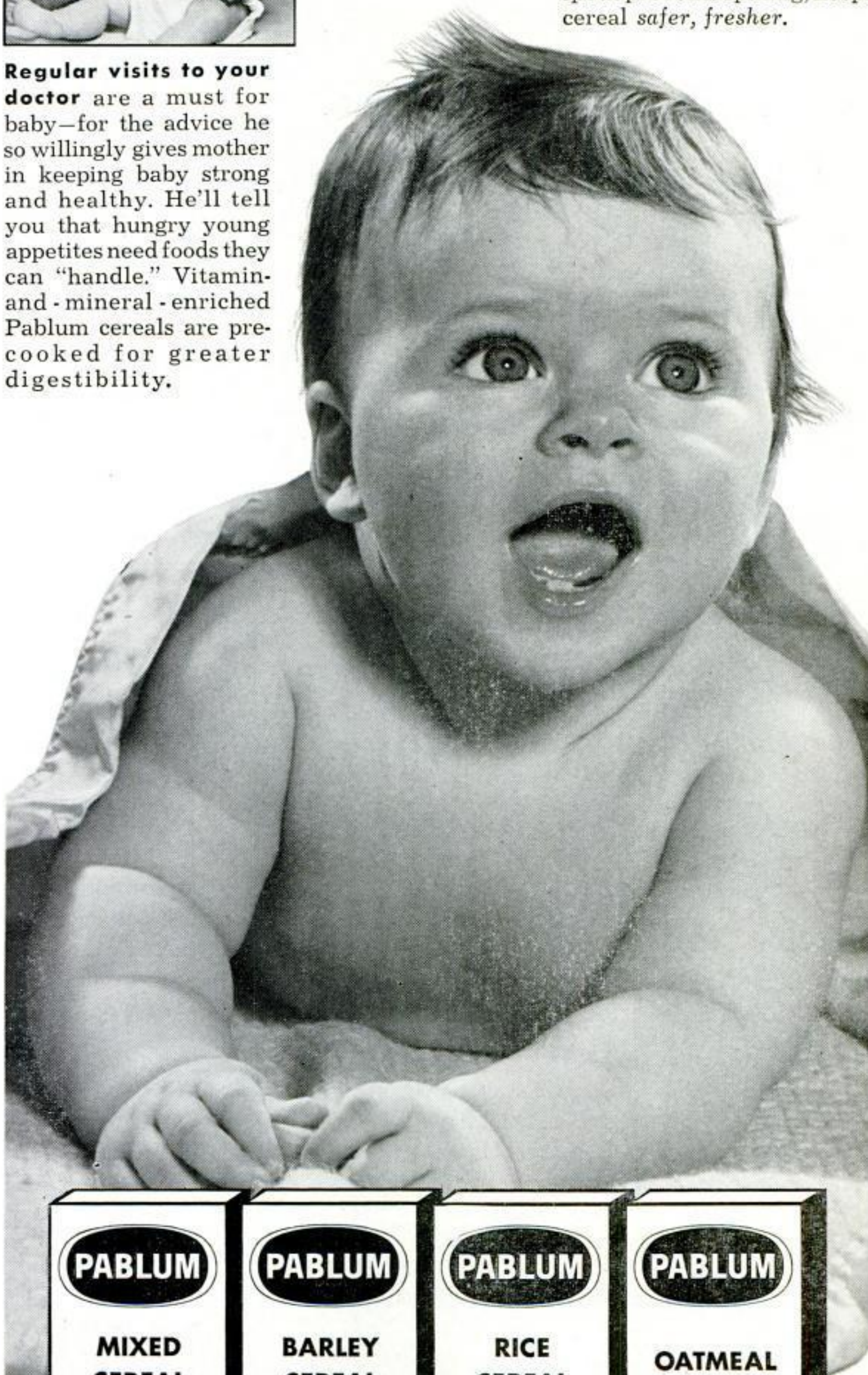
Trust Mother, little one,
to know what's
best to start on...
best to stay on,
too!



Baby needs special foods prepared just for him. Pablum cereals are the *only* infant cereals produced by a company specializing in formula, vitamin, cereal and pharmaceutical products for infants, children and adults. Exclusive "Handy-Pour" spout prevents spilling, keeps cereal *safer, fresher.*



Regular visits to your doctor are a must for baby—for the advice he so willingly gives mother in keeping baby strong and healthy. He'll tell you that hungry young appetites need foods they can "handle." Vitamin- and - mineral - enriched Pablum cereals are pre-cooked for greater digestibility.



4 varieties at your druggists or grocer's

Pablum® is the original pre-cooked cereal made only by Mead Johnson & Co., world famous for nutritional and pharmaceutical products.



Not just another "cosmetic" lotion—

**—it's scientifically
years ahead!**

Actually

Roughness clears—right away

Redness fades out

Ragged cuticle smooths and heals

Scratchy "detergent hands" soften, whiten

**Deep-softening effects—
not just superficial smoothing!**

It's a *revolutionary* lotion—this new Angel Skin by Pond's! Much more than a simple "cosmetic" lotion, Angel Skin has been scientifically designed to promote *natural skin health...to heal chapped skin*.

At last this is possible, because Angel Skin's remarkable formula—different from other hand lotions—is not stopped on the *surface* of your skin... but goes *deep*.

Angel Skin's goodness penetrates to the living skin tissue—right where roughness, redness and dryness really begin. This is why Angel Skin's amazing effects do not wear off in a few minutes. This is how Angel Skin actually heals chapping!

**You feel its penetration!
No sticky coating left on your hands!**

So different from other lotions which just superficially slip over the *surface* of chapped skin—all of Angel Skin's richness is taken up by your skin at once. You smooth in Angel Skin... you *feel* it disappear. Not a trace of stickiness remains on your hands.

**The new lotion specially created
to treat dried-out "detergent hands"**

Today's powerful laundry products put your hands under constant attack. Angel Skin has an entirely new kind of formula *specifically* designed to counteract the harsh effect of detergents.

Remarkably unlike other lotions—Angel Skin neutralizes the drying, chemical action of detergents and soaps... helps prevent irritation! Housewives report amazing improvement in their hands after using Angel Skin.

Sensitive, exposure-reddened hands become genuinely softer and whiter.

Skin loses that rough, parched shine.

Tender, split cuticle skin heals quickly.

Sandpappy legs and heels smooth out so they can't snag nylons.

**Proves its deep-softening action—
in weather that goes to 40° below!**

Before Angel Skin was ready for you—it had to undergo hundreds of tests in this country. Results here were *phenomenally* successful! Then—Angel Skin was given its most difficult assignment.

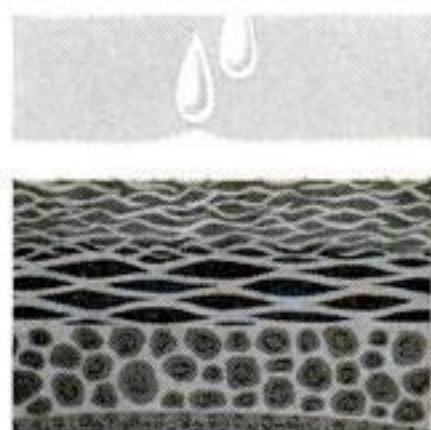
Pond's sent their lotion to housewives in *Alaska*. There in the biting weather of the far North, Angel Skin *proved* its revolutionary deep-softening action! Women were amazed that it not only smoothed skin, it *healed* chapping. "Where can we get more—*quick?*" they wrote.

Get fragrant, creamy-pink Angel Skin today. See its amazing effects on *your* skin. Only 49¢, 25¢, plus tax. (Slightly higher in Canada)



**MAGNIFIED SKIN DIAGRAM SHOWS HOW
ANGEL SKIN'S DEEP-SOFTENING ACTION HEALS CHAPPED SKIN**

OTHER LOTIONS
stop at skin surface →
They give skin only
superficial smoothing



ANGEL SKIN penetrates
this outer skin surface →
Gives immediate help
to living skin tissue →
where chapped redness
and roughness begin



heals chapping!

GIVE IT THE VERY HARDEST TESTS—



Chapped, red hands—See Angel Skin smooth and whiten dry, rough skin right away. Redness fades out. And Angel Skin's deep-softening action *heals* chapped skin. It's scientifically years ahead!



Hangnails—Revolutionary new Angel Skin softens and smooths away ragged cuticle that causes hangnails. Split cuticle becomes soft and even again. And it's a wonderful cuticle softener when you give yourself a manicure



Scratchy "detergent hands"—Angel Skin is a *new* lotion created to meet the urgent *new* problem of today's strong detergents. Angel Skin *counteracts* the drying chemical action of detergents, helps prevent irritation



Parched, flaky elbows and arms—The healing richness of Angel Skin restores normal color and softness to coarsened, "off-color" elbows. Dissolves away dry flakiness on arms, shoulders and face



A new kind of softener—never sticky! *All* of new Angel Skin's richness "goes in" right away—because, unlike old-style lotions, it contains no gummy "filler." Your hands feel silky, caressable, never sticky-moist

Angel Skin

by **POND'S**

Clip this coupon—send for a "PROVE-IT" sample

POND'S, DEPT. A-42-8, CLINTON, CONN.

I am definitely interested in finding a lotion that will really *do* something for rough, chapped, reddened skin. Please send me a generous introductory sample bottle of Angel Skin right away. I enclose 10¢ to cover cost of postage and handling.

My Name _____

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IN CANADA, mail to Pond's, 791 St. Clair W., Toronto, Ont.

LIFE ON THE NEWSFRONTS OF THE WORLD

Turkey's president comes to call on his allies, the V.F.W. starts an argument, TV publicity is too good



BAYER MEETS A TIMID TURKISH CITIZEN

President Celal Bayer of Turkey, arriving in Washington for the first visit to the U.S. any Turkish president has made, addressed members of Congress and reaffirmed his country's policy: "Turkey thinks along exactly the same lines as do you." Later, at an embassy reception, he offered to shake hands with the 6-year-old son of a Turkish diplomat, had to coax the frightened lad out from under a table to do so (above). Then with his wife he set out on a swing around the rest of the U.S.

Who is un-American?

The Veterans of Foreign Wars post in Norwalk, Conn. provoked a national debate when it revealed it is giving the FBI lists of people it suspects of being subversive. This brought quick denunciations from Norwalk's mayor: "Who has the right to set himself as a screening agency?" Replied V.F.W. Post Commander Albert A. Beres (below)—who has three sons named Bock, Brew and Ballantyne—"If a person is acting like a thief, skulking around, it is your responsibility to tell police. It's the same with subversives." Other V.F.W. men split on the issue. Most approved, but a few opposed the program. G.O.P. congressional investigators approved of the plan, and President Eisenhower said nobody could be prevented from turning suspects in. J. Edgar Hoover had no comment. Twelve European newsmen visiting Norwalk said they could not tell what was going on.

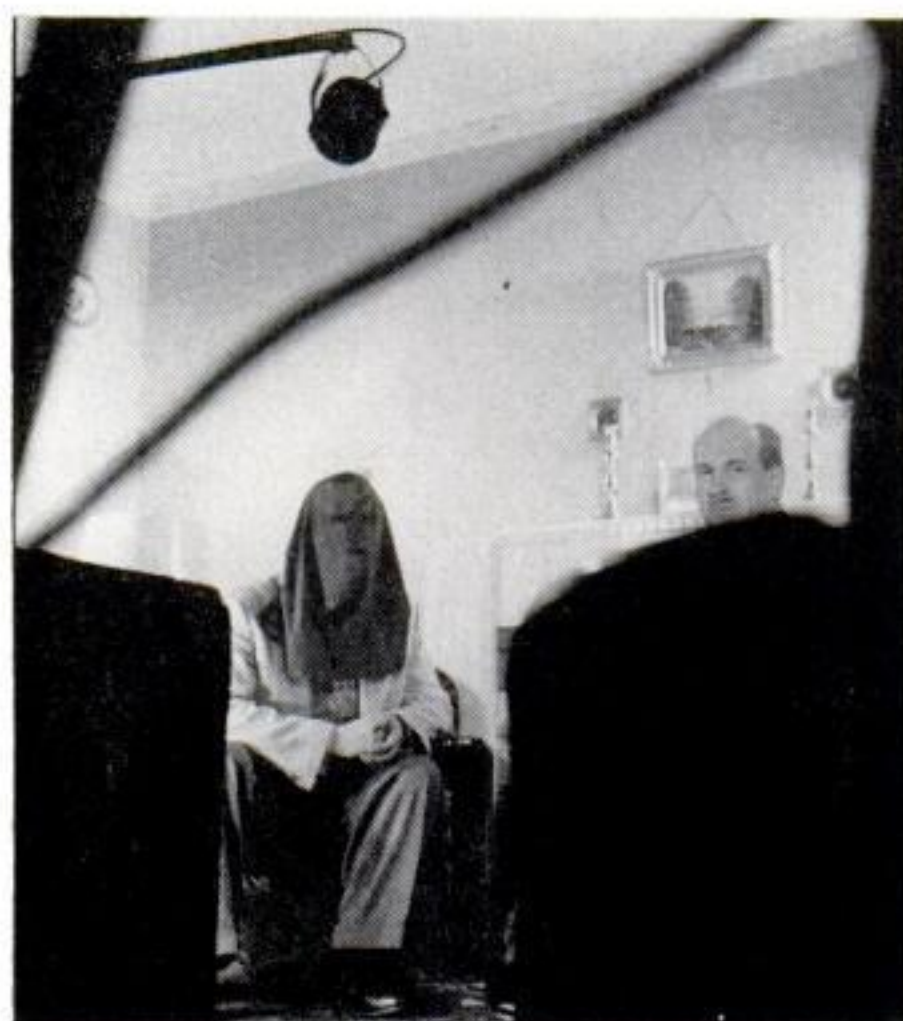


A BRITISH NEWSMAN QUESTIONS BERES

British scientists reported that England's entire race of native frogs may be in danger of extinction because a strain of large, cannibalistic French frogs have invaded England. Their favorite food: live English frog, caught on the hop.

The curse of a famous face

Ex-convict George C. Poper was having a hard time providing for his ailing wife and their four children because employers always fired him when they discovered that he had once been in prison for burglary. So he went on TV's *Strike It Rich* show, told his hard-luck story and won a \$165 cash prize plus offers of extra help from viewers. But his appearance also landed him behind bars again because Texas police who wanted him on a theft and embezzlement charge tuned in the show and recognized his face. This turn of events did not surprise Poper. His wife said he had foreseen that he would likely be caught if he went on TV but took the chance anyway. Arrested in Spring Valley, N.Y., he agreed to waive extradition and go to Texas to face his trial.



A HOODED GOUZENKO CHATS WITH PEARSON

At a farmhouse "somewhere in Canada" Drew Pearson persuaded former Russian Code Clerk Igor Gouzenko to come out of hiding for a TV interview. Gouzenko, wearing a gray hood, talked about Russia's Canadian spy network in which he had worked and said the Soviet expected a war. He made no startling revelations about U.S. Communist apparatus but warned the U.S. to keep an eye on Soviet Ambassador Zarubin.

Army investigates Schine

At Fort Dix, N.J. an Army inquiry was begun to determine whether Pvt. G. David Schine had been getting preferential treatment. Before induction Schine was on the team of Cohn and Schine, investigators for Senator McCarthy. Other GIs had complained that he was let off guard duty and KP, was given extra passes that no other recruits got and was never reprimanded for breaking regulations.



SPANISH STUDENT MIMICS CHURCHILL

Franco's mobs get out of hand

New riots and stonings of the British Embassy in Madrid to protest Queen Elizabeth's proposed visit to Gibraltar were staged by 8,000 university students acting with the implied approval of Franco. The British government sent Spain a stiff note protesting the Hooliganism and pointedly canceled a goodwill visit by the royal navy to Spanish ports.

Suddenly the fickle rioters struck again, not at the British this time but at Franco's police who had incurred the mob's anger by belatedly attempting to control their vandalism. Having whipped up the riots in the first place, the embarrassed government now branded the students' actions as subversive.

Italy's new Premier Fanfani took his program to parliament for a confidence vote, needing support either from the moderate left or the right. The left objected to his anti-Red attitude, the right to his reform programs. Beaten 303 to 260, his 11-day job ended.

A monument for Queen Mary

Visitors to St. George's Chapel in Windsor Castle got a look at an elaborate monument to the late Queen Mary. It is a stone effigy, carved 16 years ago by Sir William Reid Dick, which lies beside a sculptured likeness of King George V. Both surmount the stone tomb which holds the bodies of the royal pair.



LATE QUEEN'S EFFIGY RESTS BY KING'S

to my candy kid ... FEB. 14, 1954



Three-flavored fun * from Mars' sunlit
kitchens—the best liked chocolate-covered
candy bar in all the world... Milky Way.

- * {
1. Rich milk chocolate
2. Golden caramel
3. Creamy chocolate malted milk nougat



IN ORNATE PARIS CITY HALL NEW PRESIDENT COTY THANKS EX-PRESIDENT AURIOL (HAND ON CHEEK, RIGHT) AND OTHER DIGNITARIES FOR WARM WELCOME



PRESIDENT COTY DONS INSIGNIA AS LEGION OF HONOR CHIEF

FRANCE INAUGURATES A PRESIDENT

René Coty assumes office with proper pomp

France had not held a ceremonial presidential inauguration since 1931 and all record of the traditional formalities had been lost. But her protocol experts managed to muster up enough of the old French *savoir-faire* to get René Coty installed with a proper pomp as second president of the Fourth Republic. An obscure lawyer and Normandy politician, no relative of the perfume manufacturers, M. Coty was chosen mainly because he was the conservative least obnoxious to the other conservatives. The office he took over has few inherent powers, and ordinarily French presidents do little more than live in palaces, visit hospitals and unveil statues. But presidents must also glue governments together. Under Coty's able predecessor, Vincent Auriol, governments came apart so frequently that the president had to exert extraordinary influence to create new ones. As a result, the office that M. Coty now holds has taken on challenging importance.

ON AN IMPORTANT DUTY of his office, Coty and Mme. Coty visit the Lariboisière hospital in Paris to beam on little Alice, an unappreciative child.



CONTINUED ON NEXT PAGE



GENUINE REGISTERED
Keepsake
DIAMOND RINGS

Gown by Bergdorf Goodman

your Keepsake... forever

Your diamond ring is endowed with special meaning as your cherished "keepsake" of love. Select it then with infinite care remembering that the finest quality diamond is your best buy.

If the name Keepsake is in the engagement ring, yours is a perfect center diamond... guaranteed by the famous Keepsake Certificate. In many new styles from \$100 to \$10,000.



- A. CINDERELLA Ring \$150.00
Wedding Ring 75.00
- B. VISTA Ring \$250.00
Also 100 to 2475
Wedding Ring 12.50
*Man's Diamond Ring \$100.00
Available at 75 to 250 to match all engagement rings.
- C. LEANNE Ring \$400.00
Wedding Ring 100.00
- D. MONTEREY Ring \$675.00
Wedding Ring 150.00

All rings available in either natural or white gold. Prices include Federal tax. Rings enlarged to show details.
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KEEPSAKE DIAMOND RINGS
SYRACUSE 2, NEW YORK

L 2-54

Please send free booklets, "The Etiquette of the Engagement and Wedding" and "Choosing Your Diamond Ring." Also 44-page "Bride's Keepsake Book" gift offer and the name of nearest Keepsake Jeweler.

Name _____

Address _____

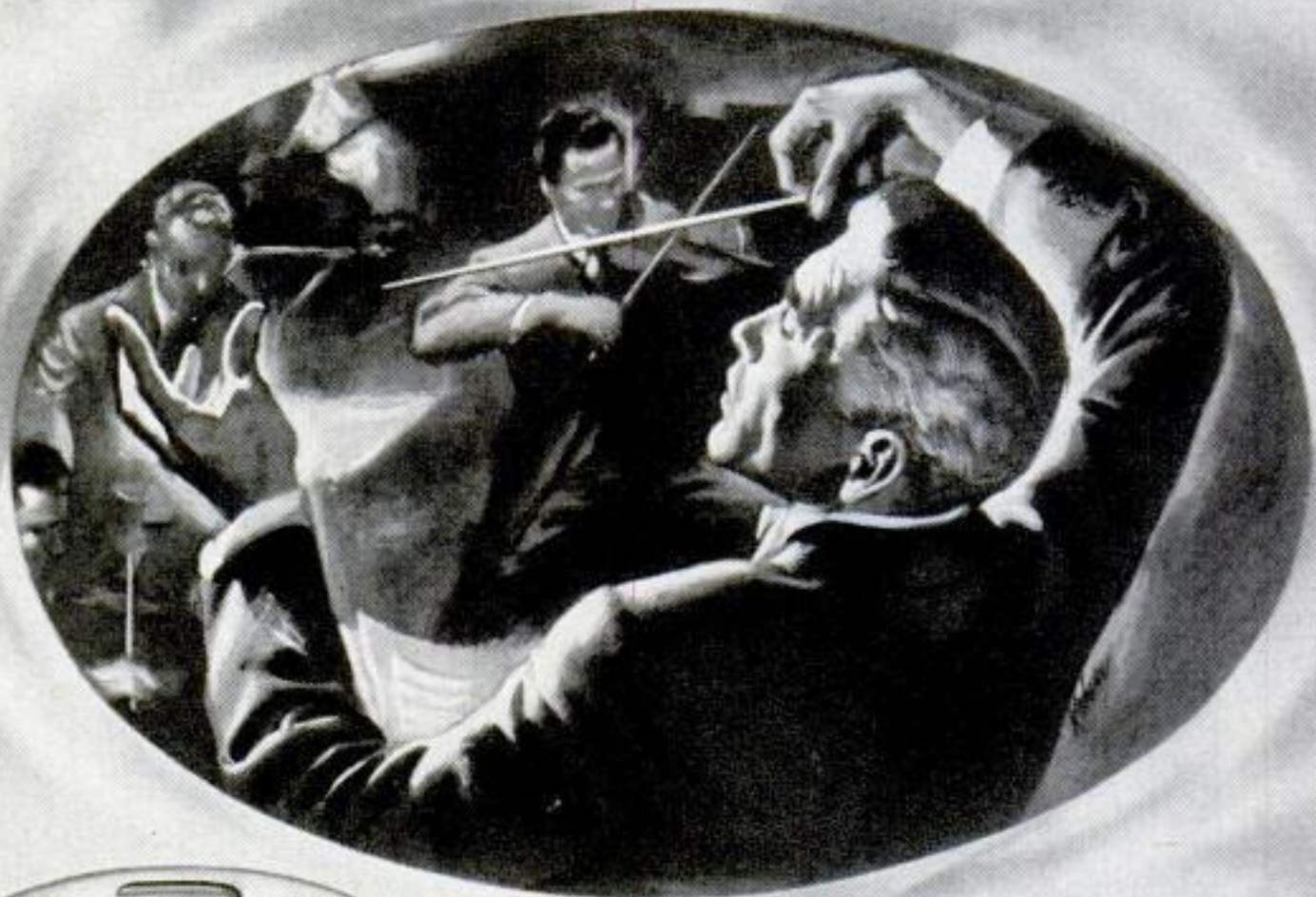
City and State _____

A. H. Pond Co., Inc.—Syracuse-Antwerp-Amsterdam

PHONE WESTERN UNION'S "OPERATOR 25" FOR YOUR KEEPSAKE JEWELER'S NAME

Only Motorola Radios Have

Extended Tone SPEAKER



*Exclusive!
43% Larger
Speaker!
Better Tone!*



*The Motorola miracle that adds
new richness to the Golden Voice of radio!*

Now, you can enjoy console-quality tone in a smarter, more convenient, lighter-weight radio. Listen to this amazing new Motorola with exclusive Extended Tone speaker. You'll hear bass and treble never before possible in small sets. But that's not all! You'll hear the finest tone quality obtainable in any set of comparable size... Golden Voice radio at its finest. See the new Motorola table models with Extended Tone speaker today. Model 63X1A, above, in walnut, \$37.95. Ivory or green, slightly more.



Streamlined Table Radio
53H1, \$24.95



Porta-Clock Radio
53LC, \$44.95 (batteries extra)



De Luxe Clock Radio
53C6, \$37.95

Better See the "MOTOROLA TV HOUR" on ABC-TV, Tuesday evenings in most cities.

Better See Motorola Radio

Prices subject to change without notice. Slightly higher South and West. "Golden Voice" Reg. T.M. © 1954, Motorola Inc.

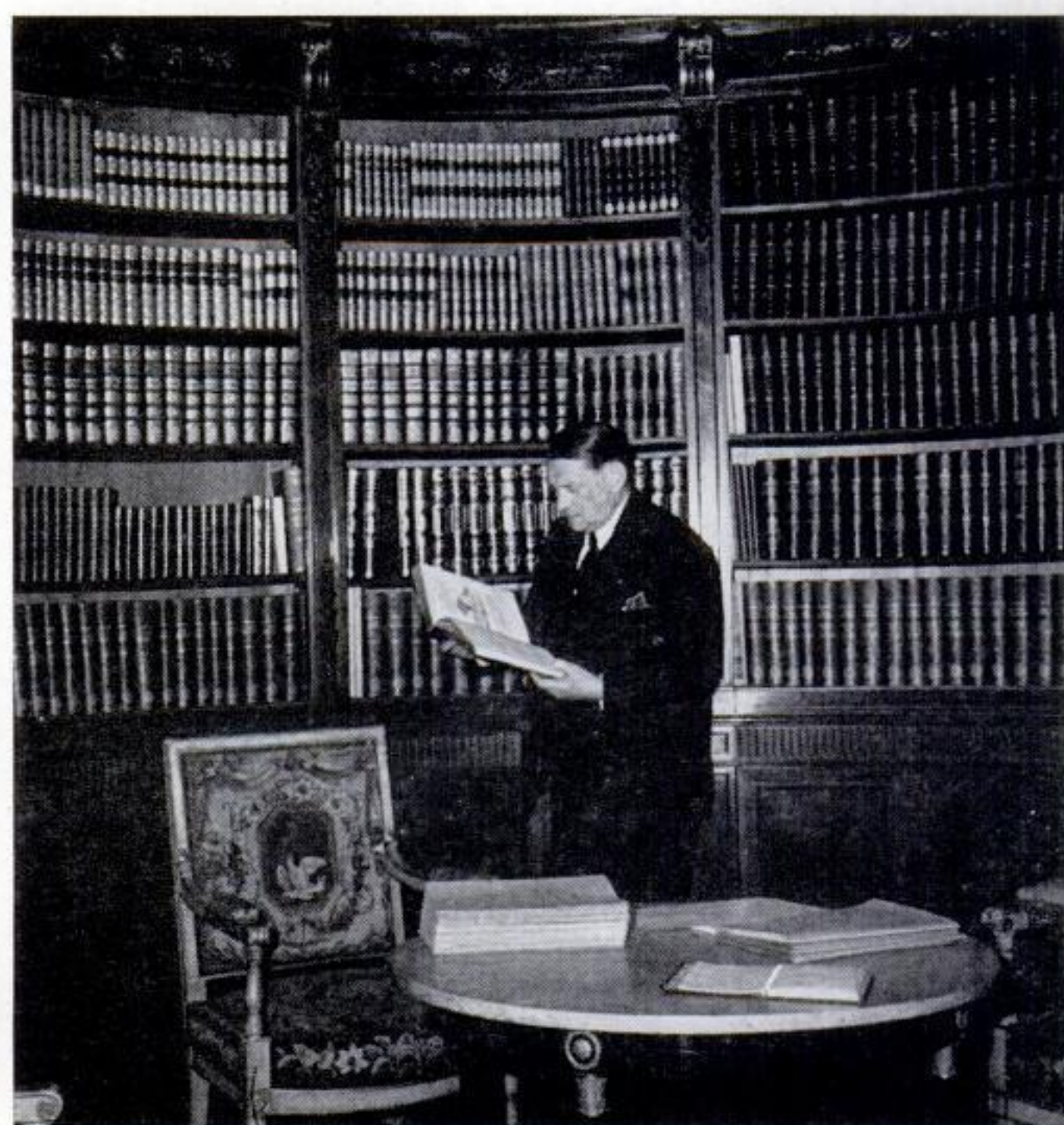
French President CONTINUED



FAMILY GROUP inspects the presidential hunting lodge near Paris. Strolling about are Coty, his wife and two of their granddaughters with fiancés.



WALKING IN PARK in front of the Elysée Palace, official residence of presidents of France, President and Mme. Coty are accompanied by a daughter.



PRESIDENTIAL LIBRARY at the palace receives a close look-over from the new tenant. Besides being a reader, the president likes playing records.



OF COURSE, THERE'S A DIFFERENCE IN VANILLA PUDDINGS!

1. Folks just naturally prefer Jell-O Puddings! They must taste better because more people eat 'em than any other kind!
2. Cooks in about 5 minutes! And what a richer, fuller flavor you get!
3. Perfect for pies, too! And cost just pennies. Try some soon.

JELL-O IS A REGISTERED TRADE-MARK OF GENERAL FOODS CORPORATION



Vanilla
Chocolate
Butterscotch
Lemon
Coconut Cream

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2 big, bountiful, budget-wise

The story here is short and to the point: Evaporated Milk is pure whole milk with all the cream left in . . . only the water removed. It works wonders in your cooking because it's creamy-smooth and rich with all the goodness that belongs with milk. Yet it's easy and so very economical to use. Try Evaporated Milk in one or both of the family-pleasing, economy dishes pictured here and you'll never again be without it on your pantry shelf. That's a promise!



See Bob Crosby, 3:45 EST, Tuesday and Thursday, CBS-TV;
Listen to Bob Hope, 8:30 EST, Friday night, NBC-Radio

Homemaker Service and Research for the Public,
supported by Dairy Farmers across the Nation.
American Dairy Association
"Voice of the Dairy Farmer"
20 North Wacker Drive, Chicago 6, Illinois



Heavenly Ham Loaf with pickle stuffing

using Evaporated Milk
and canned luncheon meat

Meat Layer:

2 12-ounce cans luncheon meat
1½ cups fine dry bread crumbs
¼ teaspoon black pepper
¼ teaspoon powdered thyme
½ cup finely chopped onion
2 eggs
2 cups Evaporated Milk

Pickle Stuffing:

2 teaspoons prepared mustard
½ cup Evaporated Milk
1 cup fine dry bread crumbs
1¼ cups sweet pickle relish

In mixing bowl, shred luncheon meat into bits by running tines of fork over meat. (Or put through food chopper using medium blade.) Add the 1½ cups crumbs, seasonings and onion. Mix thoroughly. Beat eggs slightly with a fork, then add 2 cups Evaporated Milk. Add egg-milk mixture to meat mixture. Mix thoroughly. Pack half the meat mixture into well greased loaf pan (10¼ x 5¼ x 3 inches). For the pickle layer, stir mustard into ½ cup Evaporated Milk. Add 1 cup crumbs and pickle relish and blend. Spread pickle stuffing evenly and firmly on meat layer. Pack remaining half of meat mixture over pickle layer. Bake in moderate oven (375° F.) 1 hour and 15 minutes. Makes 10 to 12 servings.



meals made with Evaporated Milk



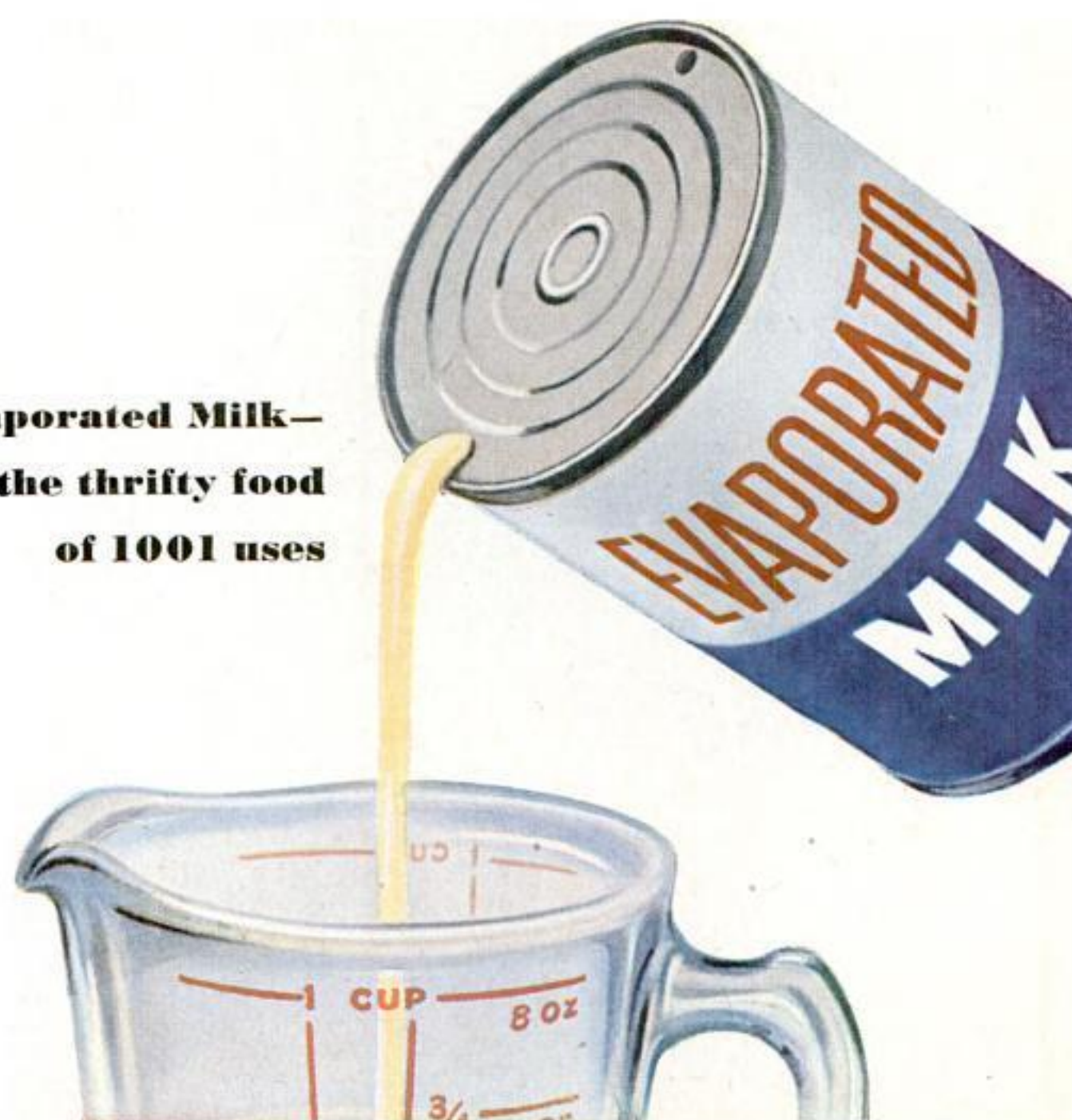
Easy Tuna Newburg

using Evaporated Milk
and canned Tuna

- | | |
|---|------------------------------------|
| 3 hard cooked eggs, sliced | 6 tablespoons butter |
| 2 7-ounce cans tuna, drained | 6 tablespoons flour |
| 1 4-ounce can mushrooms | $\frac{1}{8}$ teaspoon pepper |
| 1 cup shredded Cheddar cheese
($\frac{1}{4}$ pound) | $\frac{3}{4}$ cup dry bread crumbs |
| 3 cups Evaporated Milk | 2 tablespoons butter,
melted |

Arrange sliced hard cooked eggs in bottom of buttered $1\frac{1}{2}$ quart casserole. Cover with drained tuna broken into bite size pieces. Drain mushrooms, saving liquid. Scatter mushrooms and half the cheese over tuna. Melt the 6 tablespoons butter in a saucepan over low heat. Blend in flour and pepper. Remove from heat and blend in mushroom liquid. Return to heat and cook until mixture is thickened, stirring constantly. Continue to stir, blend in Evaporated Milk slowly. Cook over medium heat until sauce is thickened, stirring all the while. Pour over ingredients in casserole. Top with crumbs mixed with melted butter. Scatter remaining cheese over top. Bake in moderate oven (350° F.) about 35 minutes until mixture is bubbly and cheese lightly browned. Makes 6 to 8 servings.

Evaporated Milk—
the thrifty food
of 1001 uses



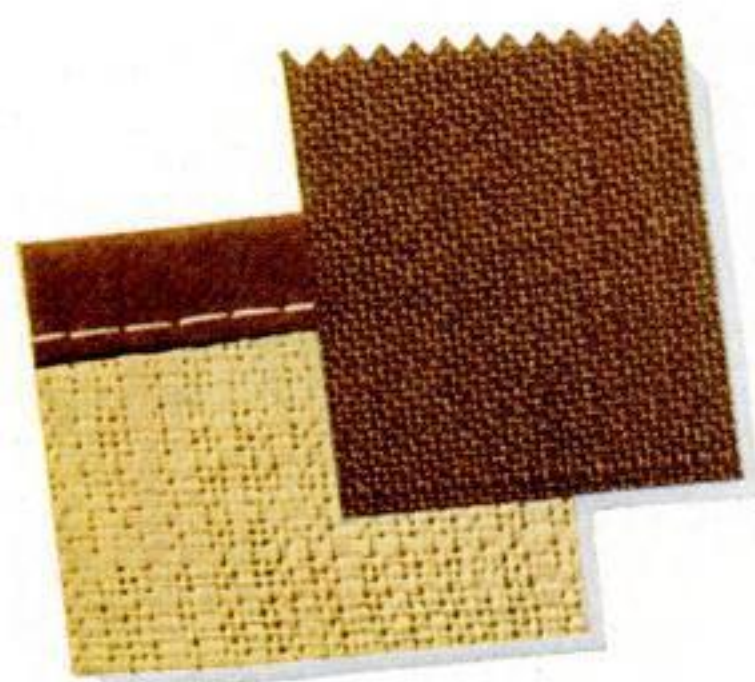


Not a shadow of a doubt with Kotex

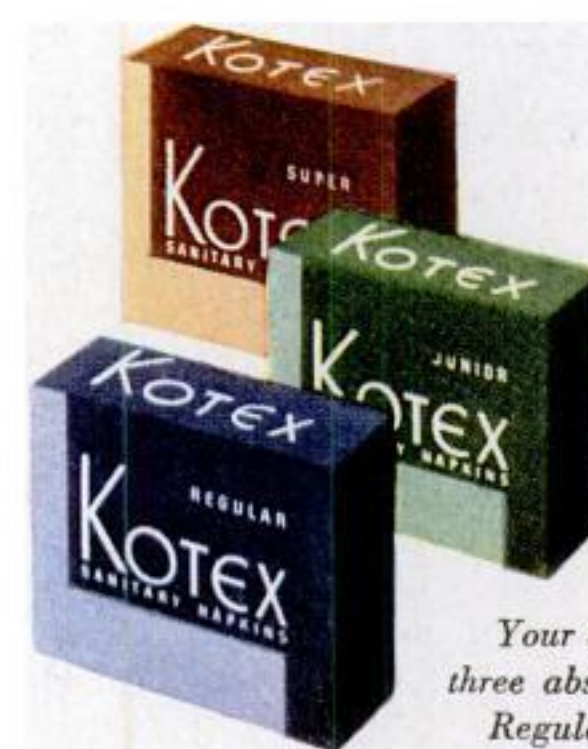
Safety you trust—for Kotex* gives you *all* the absorbency you need.

Softness you're sure of—holds its shape; so Kotex keeps its comfortable fit. No roping, twisting or pulling with this napkin made to stay soft while you wear it.

Flat, pressed ends—that prevent revealing outlines—and only Kotex, of all leading brands, gives you this important feature. Another good reason why Kotex has earned the confidence of millions of women. Select the absorbency best for you.



Not a shadow of a doubt . . . here's smartness for the dollar-wise careerist. The blouse and skirt of Folker's linen-like Cape Cod cloth. The versatile vest of straw cloth, leather trimmed. By Junior House—about \$30. At leading stores.



Your choice of
three absorbencies—
Regular, Junior
or Super Kotex

Video Rushes in Where Angels Fear...

NBC, \$175,000 AND EVANS PUT ON 'RICHARD II'

For two seasons Broadway's commercial theaters have gone without a Shakespearian production, thus breaking a 20-year tradition. But television has more than filled the gaping breach, with *Henry V*, *Hamlet* and *Othello* last season and so far this season with the tragedies of two tortured kings—*Lear* and *Richard II*. By far TV's most successful Shakespeare to date, *King Richard II*, telecast last week by Hallmark (NBC-

TV) to 55 cities and 30 million people, was also TV's best acted and most sumptuous. Its cost, \$175,000, may explain why hard-pressed Broadway producers and angels have not tackled *Richard* since 1940. Brilliantly edited down to two hours by its star, Maurice Evans, *Richard* reached its highest point (*below*) when, in his final hours in prison, Evans' deposed king rose to a tragic and ironic majesty he had never achieved on the throne.



CAR OWNERS! SAVE THIS AD— IT MAY SAVE YOU

Here are car insurance facts that may save you from financial disaster. Not to mention anxiety. And trouble. When you insure with Liberty Mutual, you get protection that guarantees your peace of mind. You get service designed for *your* benefit. And you get Liberty Mutual's advantages at a cost so moderate you'll be surprised. In fact, you are invited to compare Liberty Mutual with any other company.

READ THIS NOW

There's a difference in dollar strength among insurance companies. Standard authority is Best's Reports, in which Liberty Mutual gets the **highest financial rating: AAAAA.**

Careful selection of policyholders cuts losses. Direct service cuts operating expense. Together they have enabled Liberty Mutual to give automobile policyholders (regardless of accidents) **savings through dividends, currently 15% in most states.**

Your Liberty Mutual salesman is on a salary. He's paid to serve you. You fare better by this **direct sales service.**

Wherever you drive in the U.S.A., you're within reach of Liberty Mutual service. You get **service and protection in all 48 states.**

Are you driving to Canada? Don't worry — Liberty Mutual provides **service and protection there.** Driving in Mexico? Liberty Mutual can arrange for coverage.

You can summon help by calling the Liberty Mutual claims man at any hour of the day or night, in the U.S., Canada or Hawaii. That's the meaning of **24-hour claims service.**

When you want insurance information fast, you deserve a quick, correct answer. During business hours a licensed Service Representative is always beside the Liberty Mutual telephone . . . **always "in" when you call.**

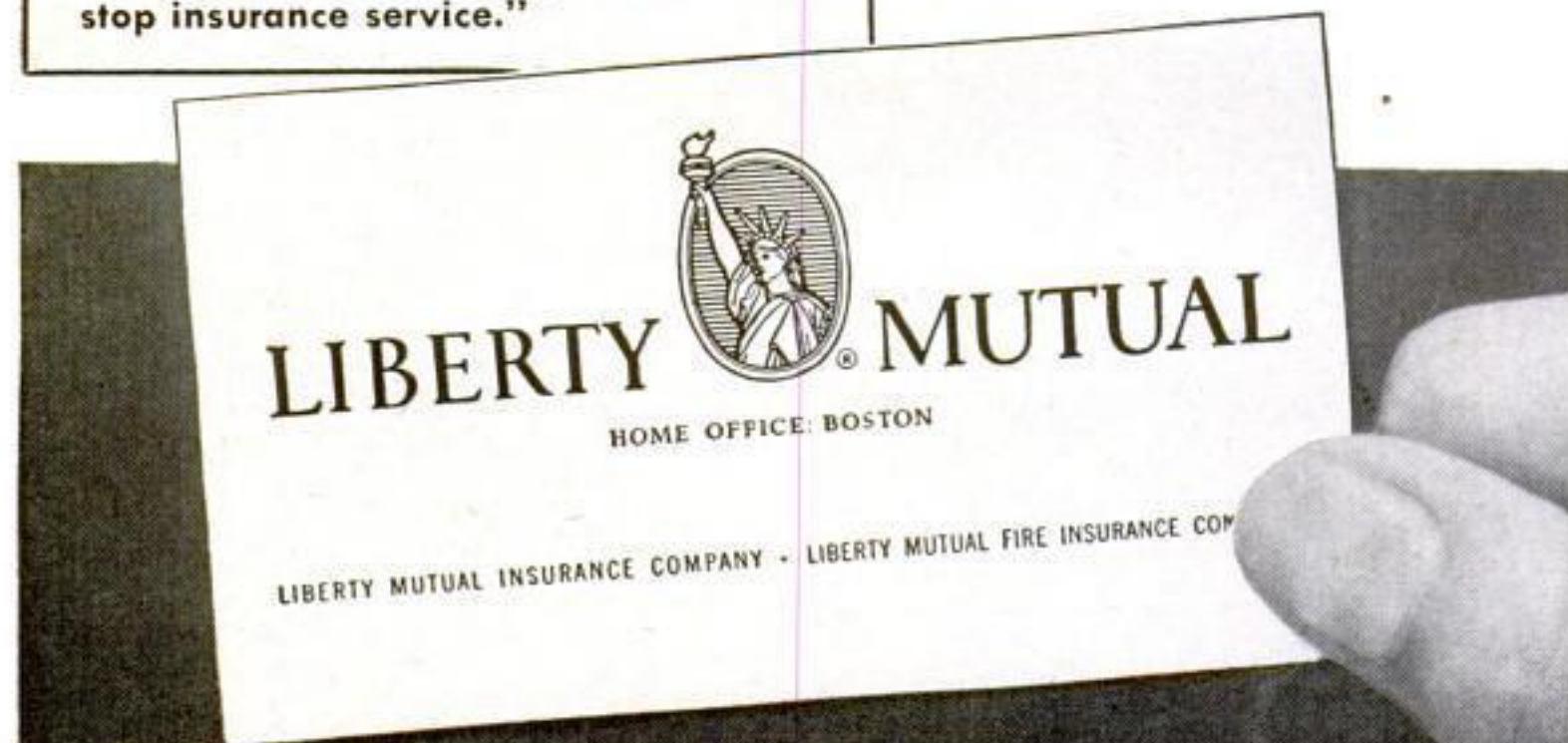
It's a great advantage to get the same direct, friendly service on *home* as well as *car* insurance — both non-assessable. Liberty Mutual gives you this **"one-stop insurance service."**



In a jam? Help comes quickly when you call the Liberty claims man. He can be reached at any hour of the day or night — from anywhere in the United States, Canada or Hawaii. You'll find him in principal cities, coast to coast.



No ax to grind! The man from Liberty Mutual who comes to see you knows that his advancement depends on his taking care of *your* interests. He's on salary — paid to protect policyholders.



'RICHARD II' CONTINUED



DYING MAN'S CURSE for misrule and oppressive taxation is hurled at King Richard (right) by John of Gaunt (Frederic Worlock), whose son the king has banished. Says Gaunt, "Landlord of England art thou now, not king!"



REPORT OF REVOLT led by exiled Bolingbroke is spread by Northumberland (Louis Hector). He tells Exton (Jonathan Harris), "... we shall shake off our slavish yoke, Redeem from broking pawn the blemish'd crown . . ."



HIS KINGDOM LOST to Bolingbroke, Richard is summoned by mounted Northumberland from Berkley castle battlements to come down to a parley. Bitterly, Richard agrees, "Down, down I come, like glistening Phaeton . . ."

CONTINUED ON PAGE 56

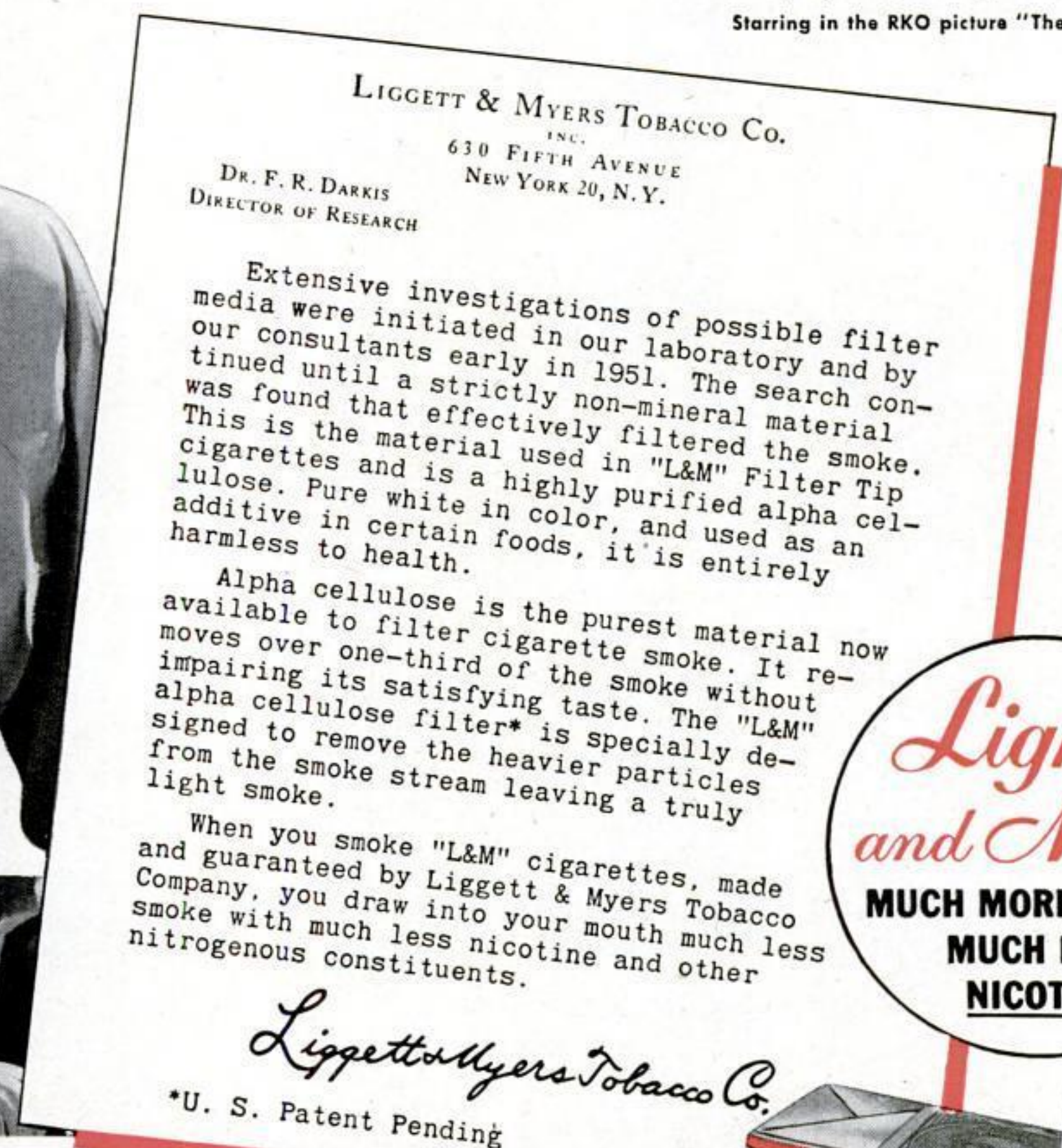
Rosalind Russell says, "L&M Filters are Just What the Doctor Ordered!"



I wanted a cigarette with a filter I could depend on and a flavor I could enjoy. I read the letter below from Dr. F. R. Darkis, Director of Liggett & Myers Research, and changed immediately to L&M Filters. I recommend them to you."

Rosalind Russell

Starring in the RKO picture "The Girl Rush"



*Light
and Mild*
MUCH MORE FLAVOR
**MUCH LESS
NICOTINE**

ONLY L&M FILTERS GIVE YOU ALL THIS...

- 1. Effective Filtration, from a Strictly Non-Mineral Filter Material—Alpha Cellulose.** Exclusive to L&M Filters, and entirely pure and harmless to health.
- 2. Selective Filtration—the L&M Filter** selects and removes the heavy particles, leaving you a light and mild smoke.

- 3. Much Less Nicotine—the L&M Filter*** removes one-third of the smoke, leaves you all the satisfaction.
- 4. Much More Flavor and Aroma.** At last a filter tip cigarette with plenty of good taste. Reason—L&M Filters' premium quality tobaccos, a blend which includes special aromatic types.

*U. S. Patent Pending



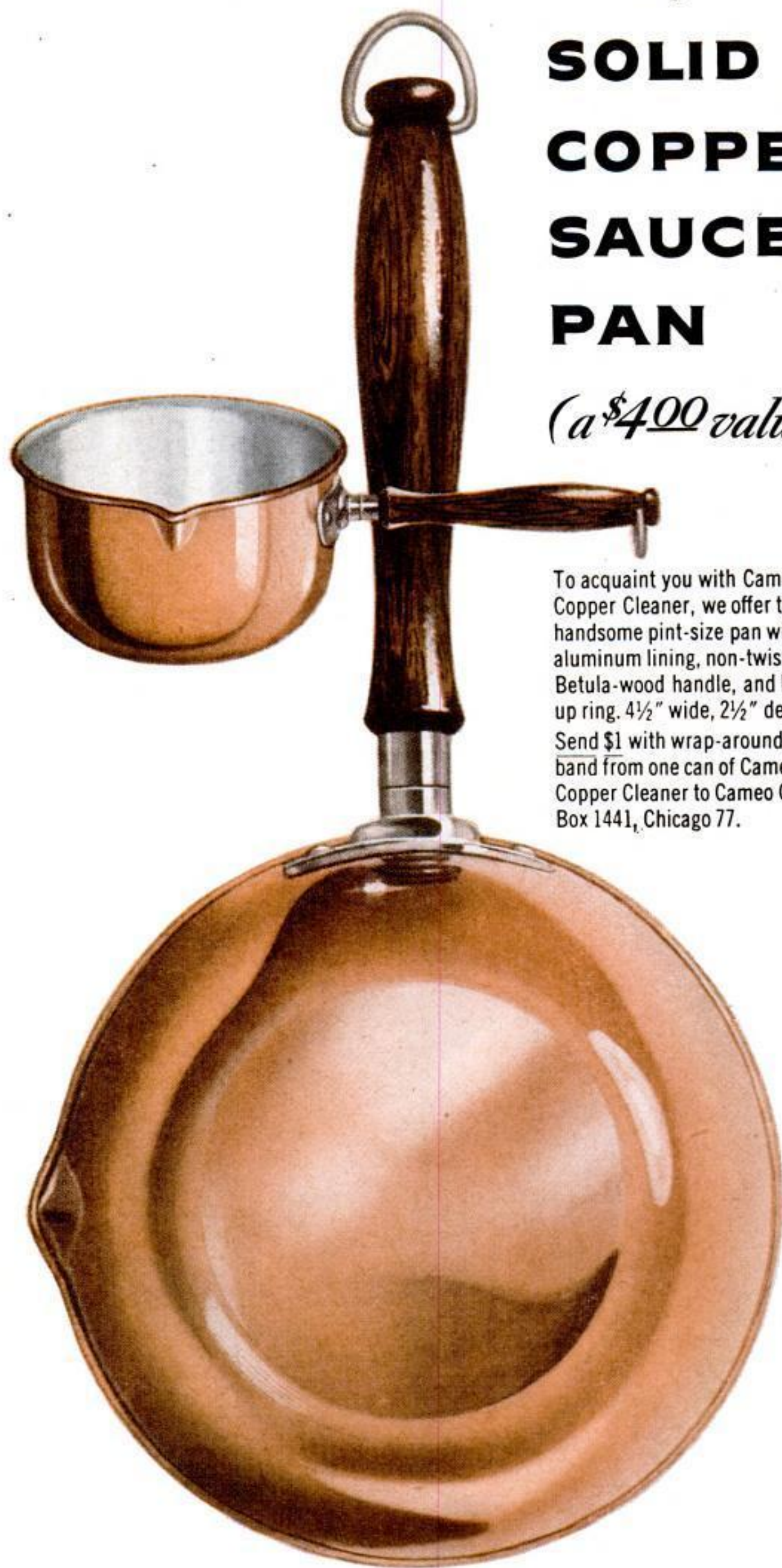
FILTER TIP
Cigarettes



one Cameo band and only \$1 for this

SOLID COPPER SAUCE PAN

(a \$4.00 value)

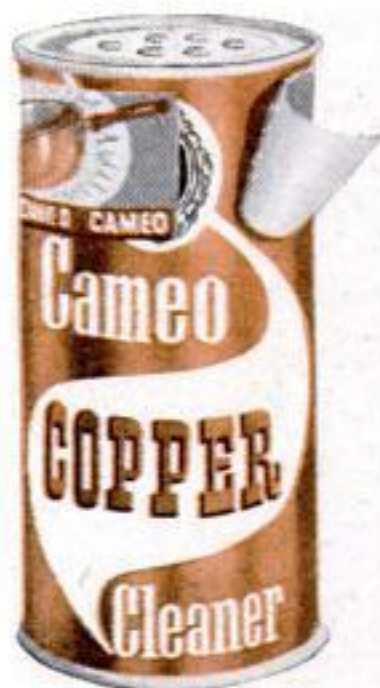


To acquaint you with Cameo Copper Cleaner, we offer this handsome pint-size pan with aluminum lining, non-twist Betula-wood handle, and hang-up ring. 4½" wide, 2½" deep. Send \$1 with wrap-around band from one can of Cameo Copper Cleaner to Cameo Corp., Box 1441, Chicago 77.

CAMEO COPPER CLEANER

Leading food stores now have Cameo Copper Cleaner, the new discovery that makes tarnish disappear presto! Instant-acting powder requires no hard rubbing—works miracles on copper, brass, stainless steel, chromium on your car. Get Cameo today and send for your copper sauce pan.

*Cleans metals faster, easier
or double your money back!*



Big 8 oz. can 39¢

'RICHARD II' CONTINUED



HURRYING DOWN LADDER for next scene, Maurice Evans retains his regal dignity as he descends from 38-foot castle specially constructed for the TV production. Costumes were from Evans' historic 1937 Broadway show.

CONTINUED ON PAGE 58

Please

Stop "morning mouth"—
enjoy that wonderful, clean,
fresh Chlorodent
feeling!



Valentine to a man with "morning mouth"

Boy, wouldn't any of us hate to get one of these!

Not that we expect many of us will. But—why tempt fate?

Seriously though, don't you agree Cupid has a better chance if all of us make sure we really get rid of "morning mouth"? (You know—that stale, furry taste and bad breath most of us have in the morning.)

Chlorodent will do just that! Because it contains lots of chlorophyll—not just a dab.

And that's not all. It's got a *patented cleansing agent* that brightens your teeth better than any other toothpaste formula.

Buy a tube of Chlorodent. You'll discover that Chlorodent will leave your mouth wonderfully clean and fresh. If you don't agree—even after your first brushing—that Chlorodent gives you the *cleanest, freshest, best-tasting* mouth you ever had, Lever Brothers will return your money and postage. *Fair enough?*

"Anti-enzyme," too, for continuing decay protection

Contains water-soluble chlorophyllins





Mom's kiss AND Bactine[®]

BRAND

CHILDREN'S FAVORITE FIRST AID FOR CUTS AND SCRATCHES

BACTINE is wonderful. It's a powerful germ killer that's soothing and cooling—*actually helps relieve pain.* Crystal-clear BACTINE gets down deep into cuts and scrapes to kill germs on contact and so prevent infection. Children welcome BACTINE because it doesn't sting. It smells fresh and clean. End fear of stinging antiseptics—buy BACTINE!



LASTING GERM KILLING ACTION

Actual photograph through microscope showing colonies of staphylococcus aureus germs (gray area). Clear space (arrow) is field where

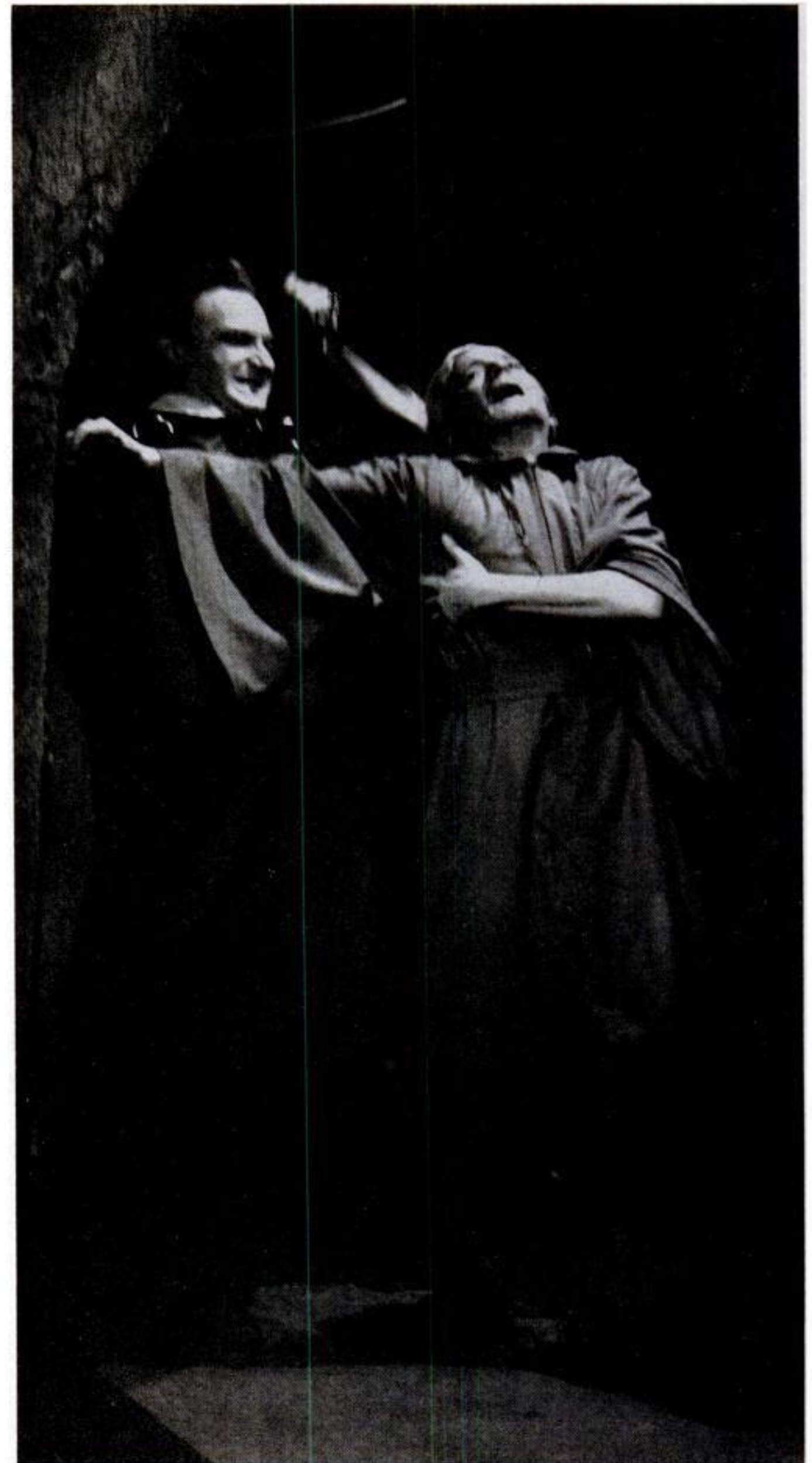


BACTINE was applied. The lasting germ killing action of BACTINE has kept area free of these infection-causing germs for 48 hours.

**At all Drug Stores
3 convenient sizes**

NOTE TO PHYSICIANS—BACTINE is more than a quaternary. While BACTINE is an active germicide, additional fields of effectiveness make it unique among antiseptics. Write for professional literature containing basic research and clinical data.

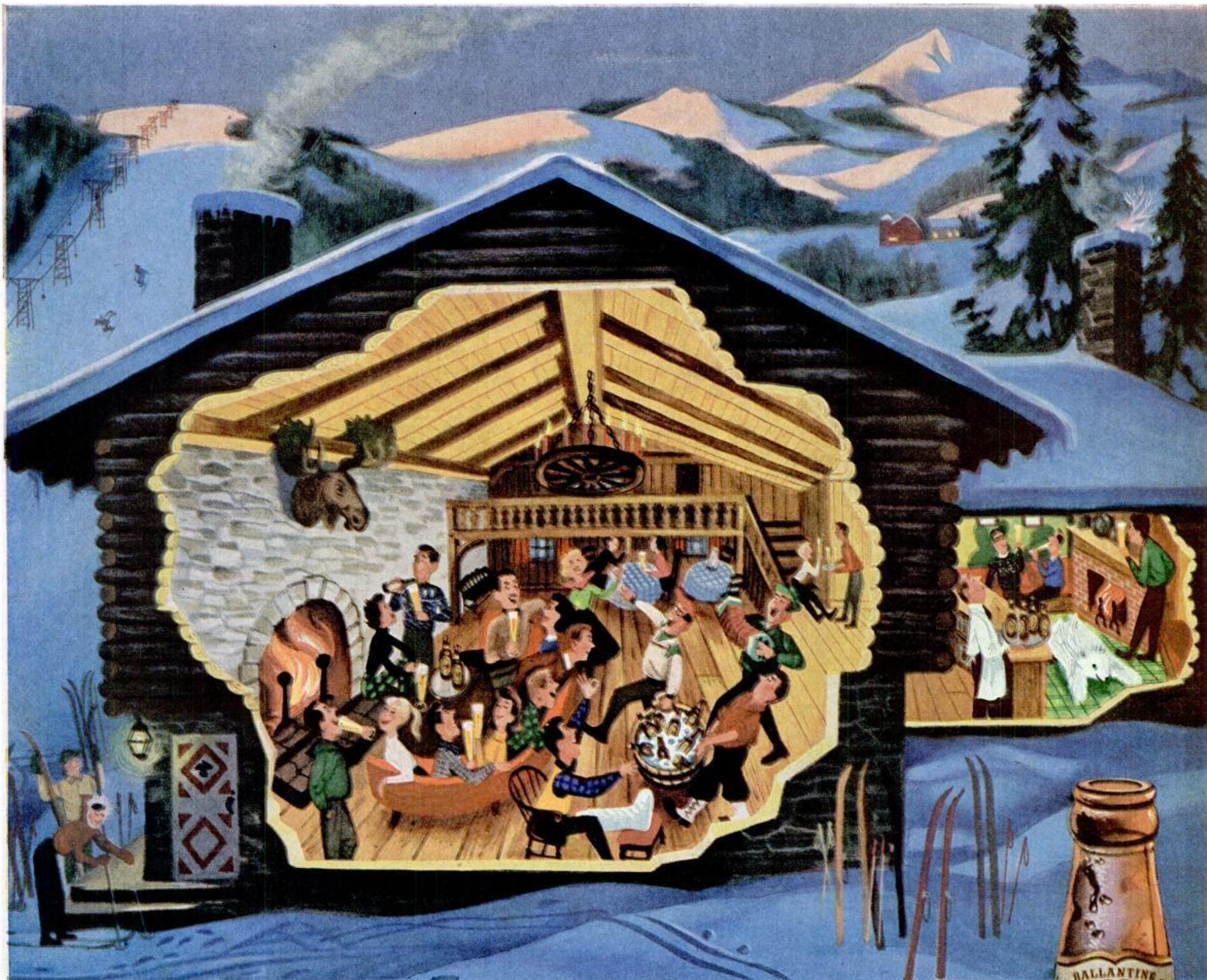
MADE BY THE MAKERS OF ALKA-SELTZER
MILES LABORATORIES, INC., ELKHART, INDIANA



RICHARD IS SLAIN by Extol as he rushes out of prison after stabbing two other would-be assassins. Turning to Extol, the dying king cries out, "... thy fierce hand Hath with the king's blood stain'd the king's own land."



RICHARD'S FUNERAL is led by Bolingbroke (Kent Smith) who inspired the murder and usurped the throne as Henry IV. But he laments, "I protest my soul is full of woe, That blood should sprinkle me to make me grow."



WINTER WEEKEND, painted especially for Ballantine Beer by Frederick Siebel

The North Wind walks the hills tonight,
But we're snug and warm and the fire's bright.

The concertina whines and moans,
And we're happily tired to our bones.

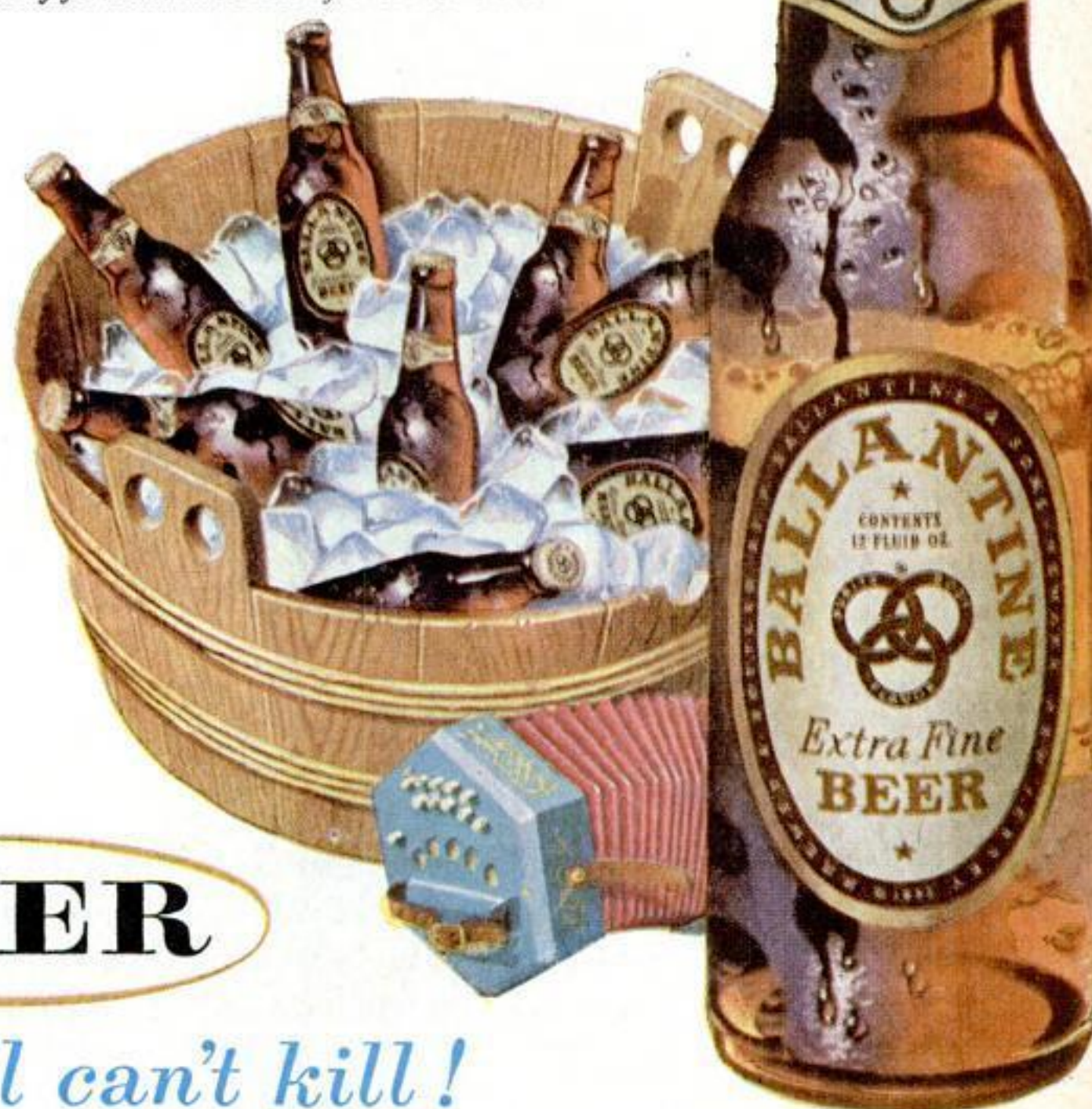
The Ballantine passes from hand to hand—
No better beer in all the land!

Flavor that chill can't kill, you know...
A bedtime round... you bet, let's go!

BALLANTINE BEER

—with the Flavor that chill can't kill!

P. Ballantine & Sons, Newark, N. J.



It's the dividends that *"Worth More!"*

Greatest engine advances since the original Ford V-8...new ball-joint suspension...new fine-car features and trend-setting style

The dividends you get in the '54 Ford are features of extra value. They stem from Ford's leadership in engineering, Ford's famous manufacturing techniques, Ford's cost-reducing volume. They establish Ford, more than ever before, as the car that's "worth more when you buy it and worth more when you sell it."

Specifically: There's a choice of two *new*, low-friction, deep-block power plants—the 130-h.p. Y-block V-8 and the 115-h.p. I-block Six—which usher in a wholly new concept of agile performance hitherto unapproached in Ford's price range.

For a ride as advanced as its performance, the '54 Ford gives you the all-new Ball-Joint Front Suspension, the greatest advance in chassis design in 20 years!

Other dividends include such Ford exclusives as the new Astra-Dial Control Panel; new and colorful interior trim and upholstery, together with over-all styling and beauty that are unique in the industry.

As for choice, Ford offers 3 complete lines of cars—28 models in all—to make possible your selection of a car ideally suited to your taste and requirements.

And, for those who wish *all* of the worth-while additions usually associated with costliest cars, Ford offers five optional power assists.

Yes, again for '54, Ford is . . . *more than ever* . . . the Standard for the American Road.

New Ball-Joint Suspension

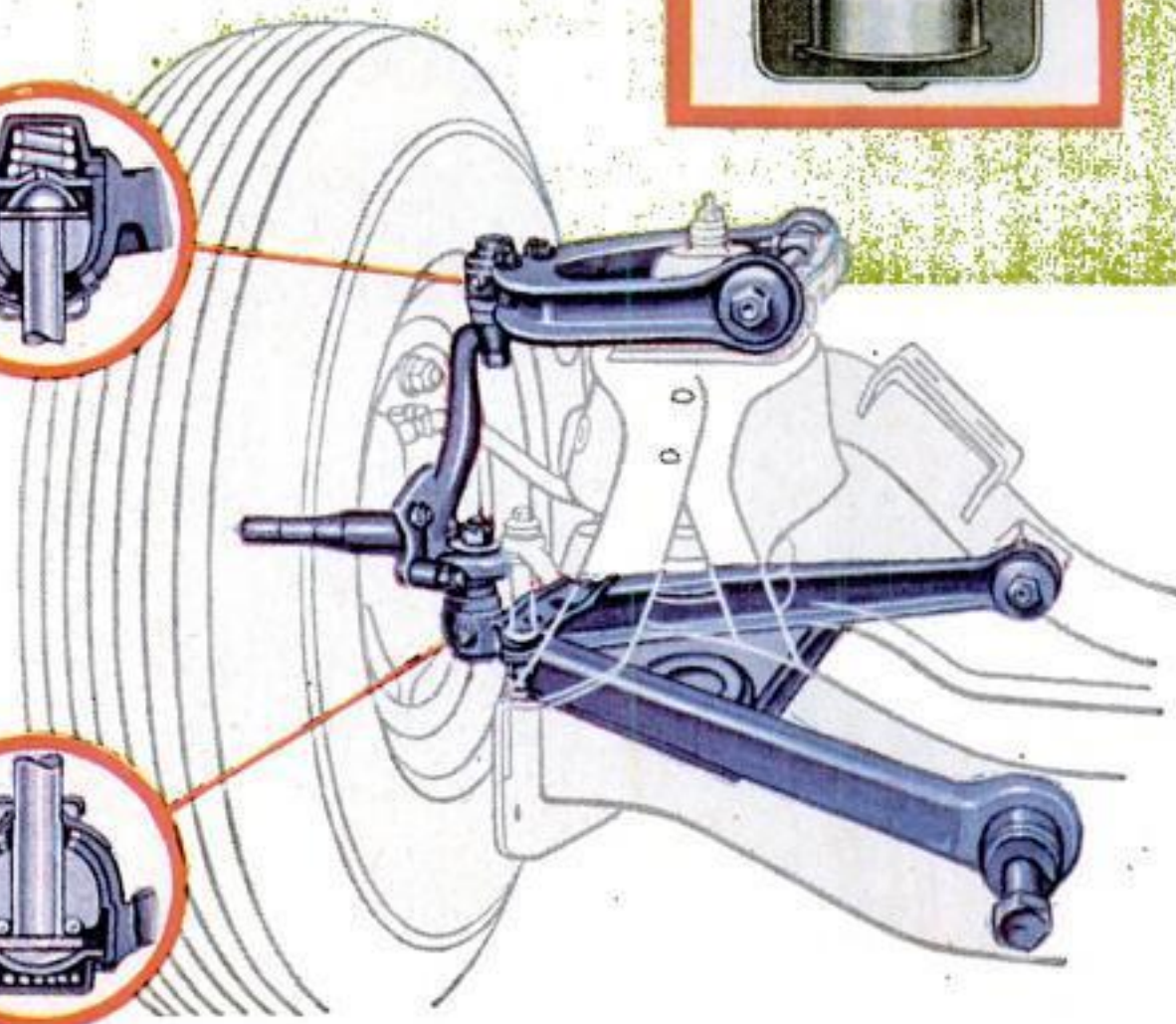
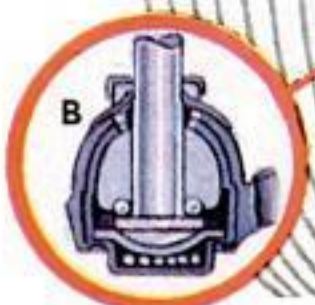
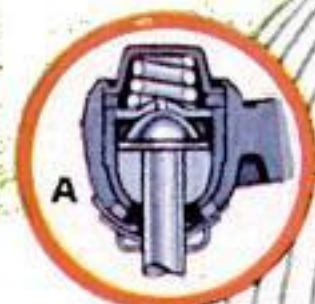
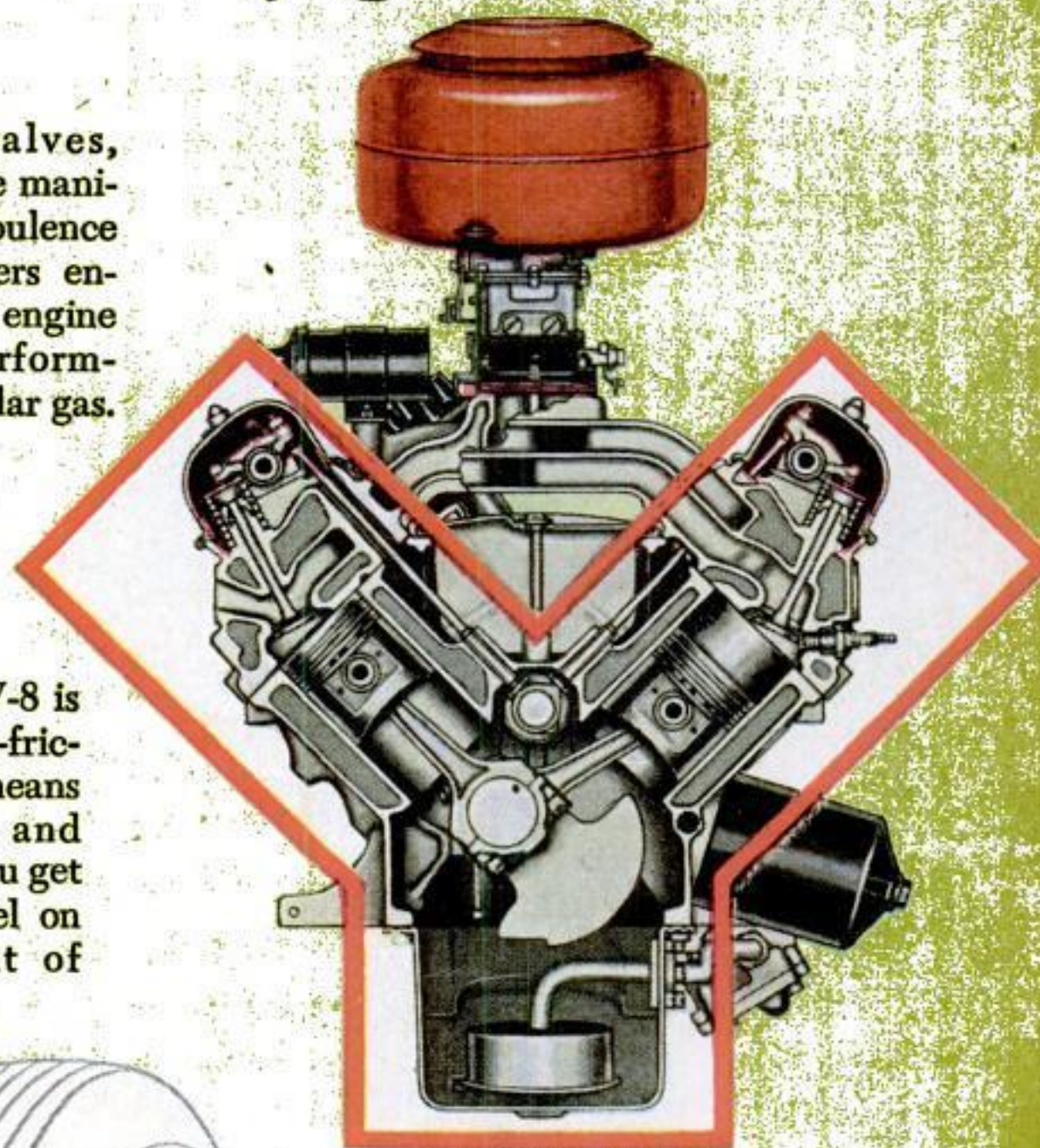
This new suspension gives front wheels greater up and down travel for a smoother, easier ride. And it keeps the wheels in true alignment for consistently easy handling. Movement of the wheels is about ball joints (see A and B) whether in up and down motion or in steering motion. Lubrication points are cut from sixteen to four.

New 130-h.p. Y-BLOCK V-8

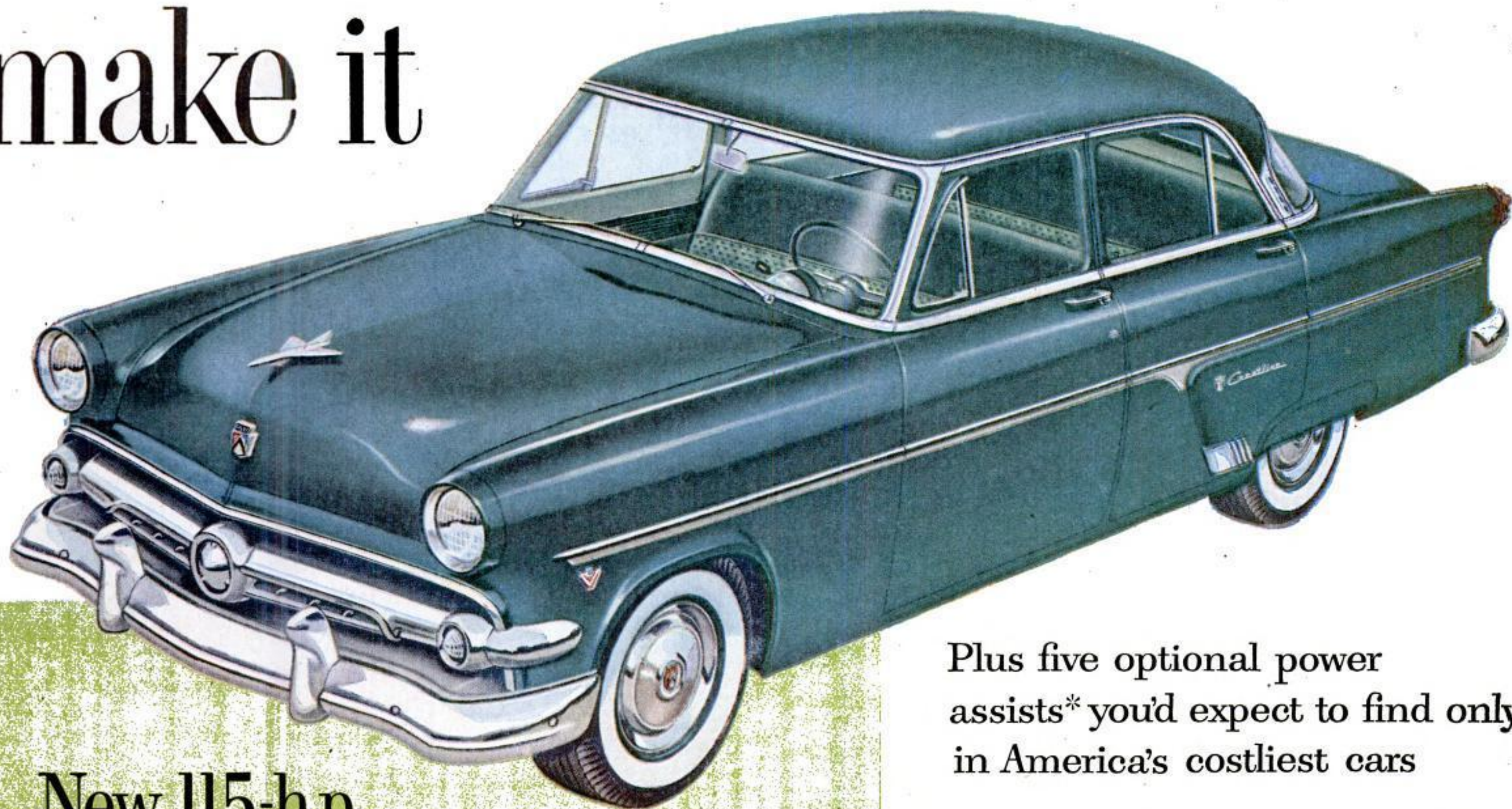
This new Ford engine is called a Y-block V-8 because the cylinder block extends well below the crankshaft, thus making a "Y" of the "V". This design gives greater rigidity . . . smoother operation.

New overhead valves, Double-Deck intake manifold and high-turbulence combustion chambers enable this great new engine to deliver finer performance...and on regular gas.

The Ford Y-block V-8 is of short-stroke, low-friction design, which means less engine wear and greater economy. You get 21% more car travel on the same amount of piston travel.



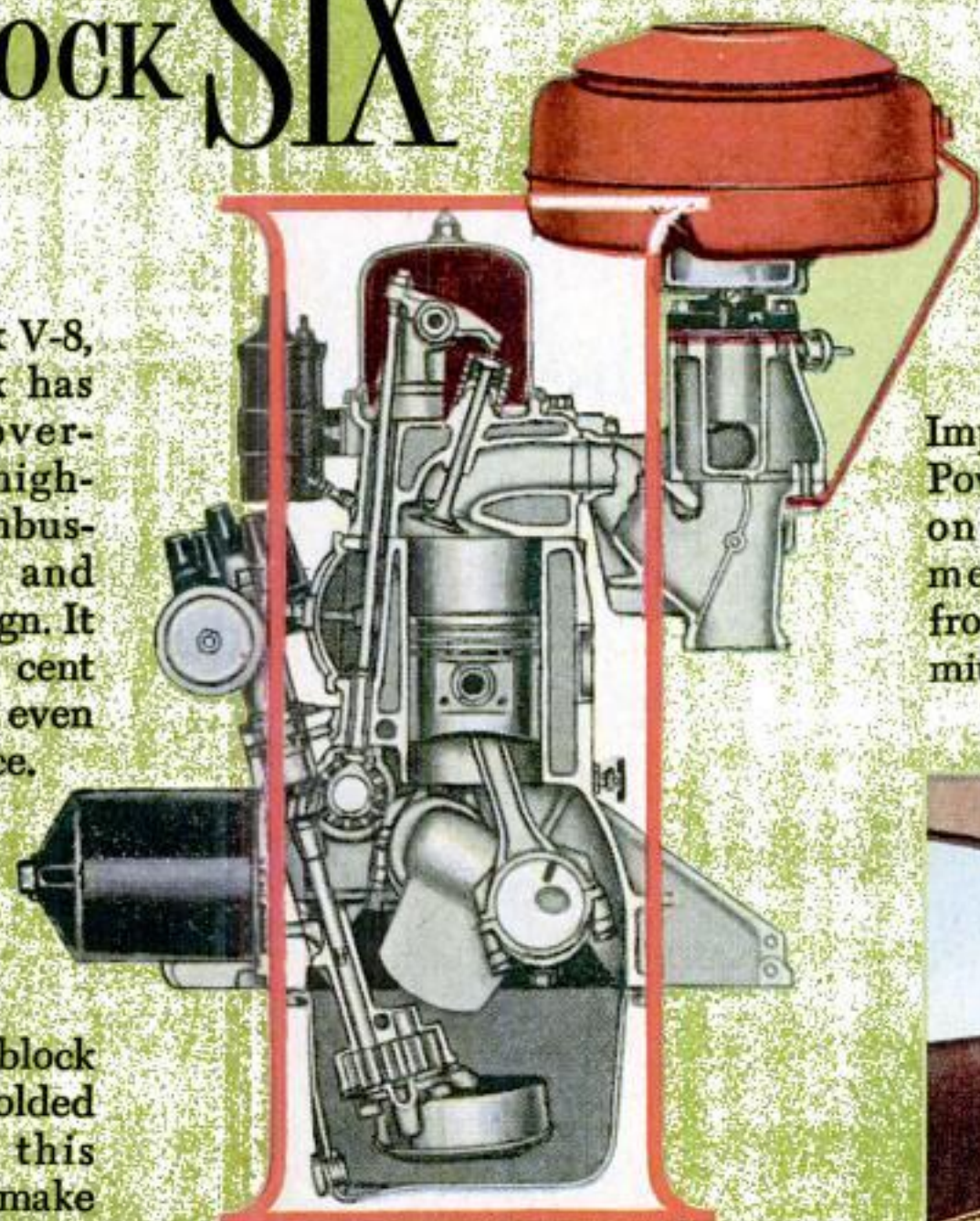
make it



New 115-h.p. I-BLOCK SIX

Like the Y-block V-8, the I-block Six has free-turning overhead valves, high-turbulence combustion chambers, and low-friction design. It now has 14 per cent more power for even finer performance.

The deep-cast block and precision-molded crankshaft of this new I-block Six make for greater rigidity, smoother operation.



Improved Automatic Power Pilot (standard on both engines) means *more* miles from *less* gas . . . premium or regular.

Plus five optional power assists* you'd expect to find only in America's costliest cars

Master-Guide Power Steering cuts in only when you need it . . . reduces steering effort up to 75%. At the same time you retain the "feel" of the road.

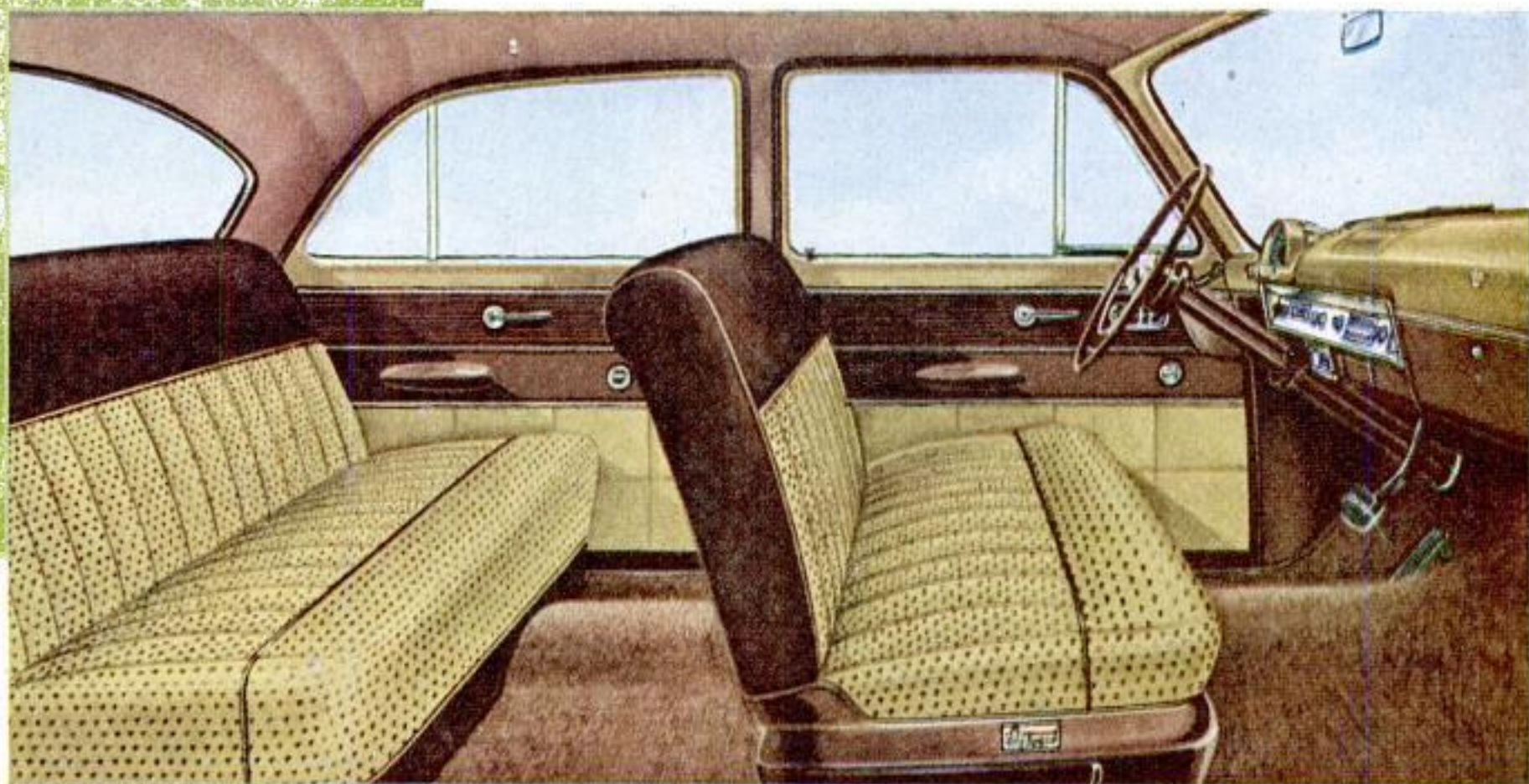
Swift Sure Power Brakes cut braking effort up to one-third—a feature that is especially appreciated in traffic—and add to driving safety.

4-Way Power Front Seat lets you select the exact driving position most comfortable for you.

Power-Lift Windows raise or lower at the touch of a button. The master control for all windows is next to the driver, and each window has its own button.

Fordomatic Drive shifts for you better than you could do it yourself.

*At extra cost.



Colorful new trim and upholsteries are not only the style-leaders . . . but are long-wearing and beautifully tailored. The new Astra-Dial Control Panel is designed for safety as well as the ulti-

mate in style. Speedometer is "safety-positioned" on top of the panel . . . before your eyes! Warning lights flash red as a visual signal when the oil pressure is low or the generator is not charging.

Test Drive the '54 Ford

Now more than ever *THE STANDARD for THE AMERICAN ROAD*



When Colonel Higbee rode into town, Aunt Jemima would order pancake supplies. Only she and the Colonel knew the ingredients for her famous pancakes. The recipe proportions were Aunt Jemima's secret.

Aunt Jemima Legend

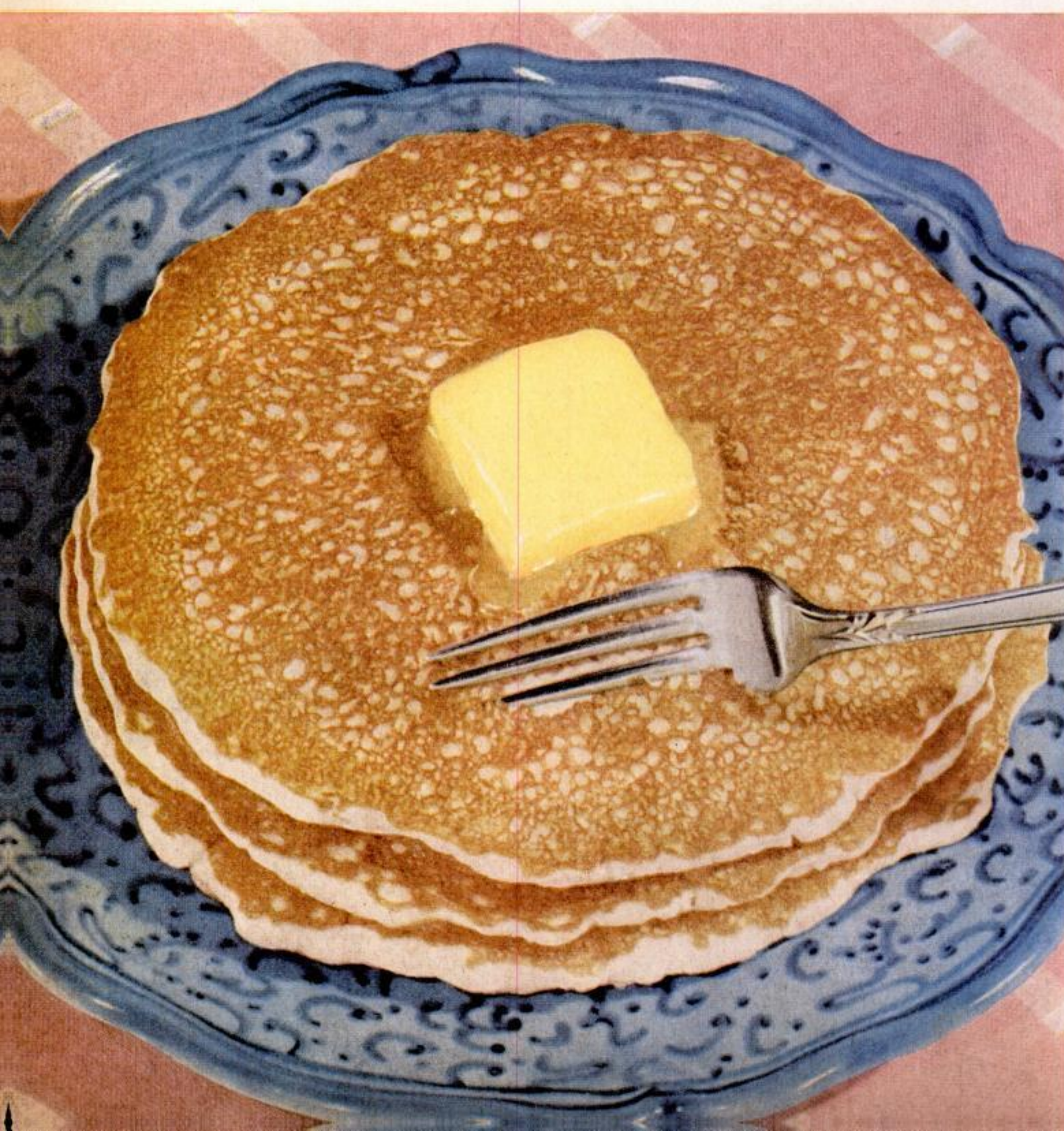
You can't duplicate it in a homemade batter; you don't get it in any other mix...

the matchless

4-flour flavor of Aunt Jemima pancakes



FOR THE FINEST BUCKWHEATS
get Aunt Jemima in
the YELLOW box



Wheat, corn, rye and rice flours are blended in the treasured Aunt Jemima recipe... to give you the tenderest, best-tasting pancakes you ever had!



AUNT JEMIMA PANCAKE ROLL. Make large (9-inch) Aunt Jemima Pancakes from Deluxe recipe on package, using $\frac{3}{4}$ cup batter for each. Keep first pancakes hot in oven while baking others. Spoon hot creamed ham, chicken, fish or vegetables onto hot pancakes. Roll as for jelly roll. Cut into servings and serve with pickled crab apples.

Don McNeill's Breakfast Club is cheery; ABC Radio, weekdays.



AN EXERCISE KNOWN AS DROOPING DAISY IS DONE IN SEVEN STEPS. SEVEN STUDENTS HERE SHOW PROGRESSION FROM STANDING TO ROLLING ONTO FLOOR

REQUIRED STUDY, RELAXATION

As part of its physical education program, Barnard teaches freshmen to flop restfully, lose tension

Wilting like daisies and flopping like fish, students at Barnard College in New York fill a college requirement in relaxation. Having found that too many students are too tense, Barnard has inaugurated a session in relaxation in its Physical Education Department which every freshman must attend. Especially tense girls are encouraged to enroll in a thorough course that meets twice a week, trains muscles to let go. Every student gets a chart

with relaxing exercises to practice alone and is taught to recognize such symptoms of tension as lip biting, nail chewing, insomnia, headache and eye batting (if not premeditated). Barnard considers relaxation so important that other gym courses such as posture correction (*following page*) and rhythmic often end up in a 10-minute relaxing session. The college has discovered that as nervous tension goes down, chins, chests and marks go up.

FLOPPING FISH EXERCISE CONSISTS OF ROTATING HIPs, THEN FALLING LIMp. PROFESSOR MARION STRENG (FOREGROUND) HELPS STUDENT



CONTINUED
ON NEXT PAGE

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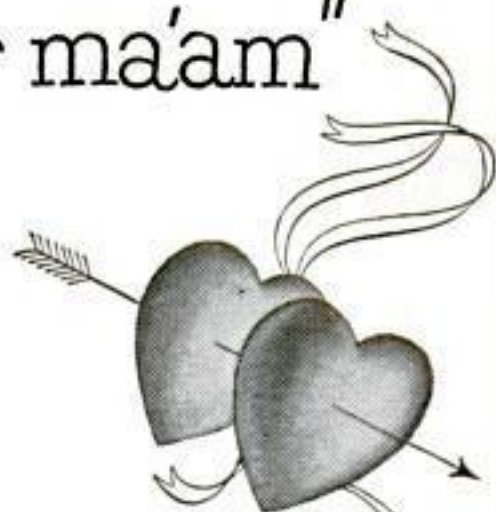


If he's the apple
of your eye



If she's your darlin'
sweetie pie

Say "I love you,
sir or ma'am"



Say it best
by Telegram

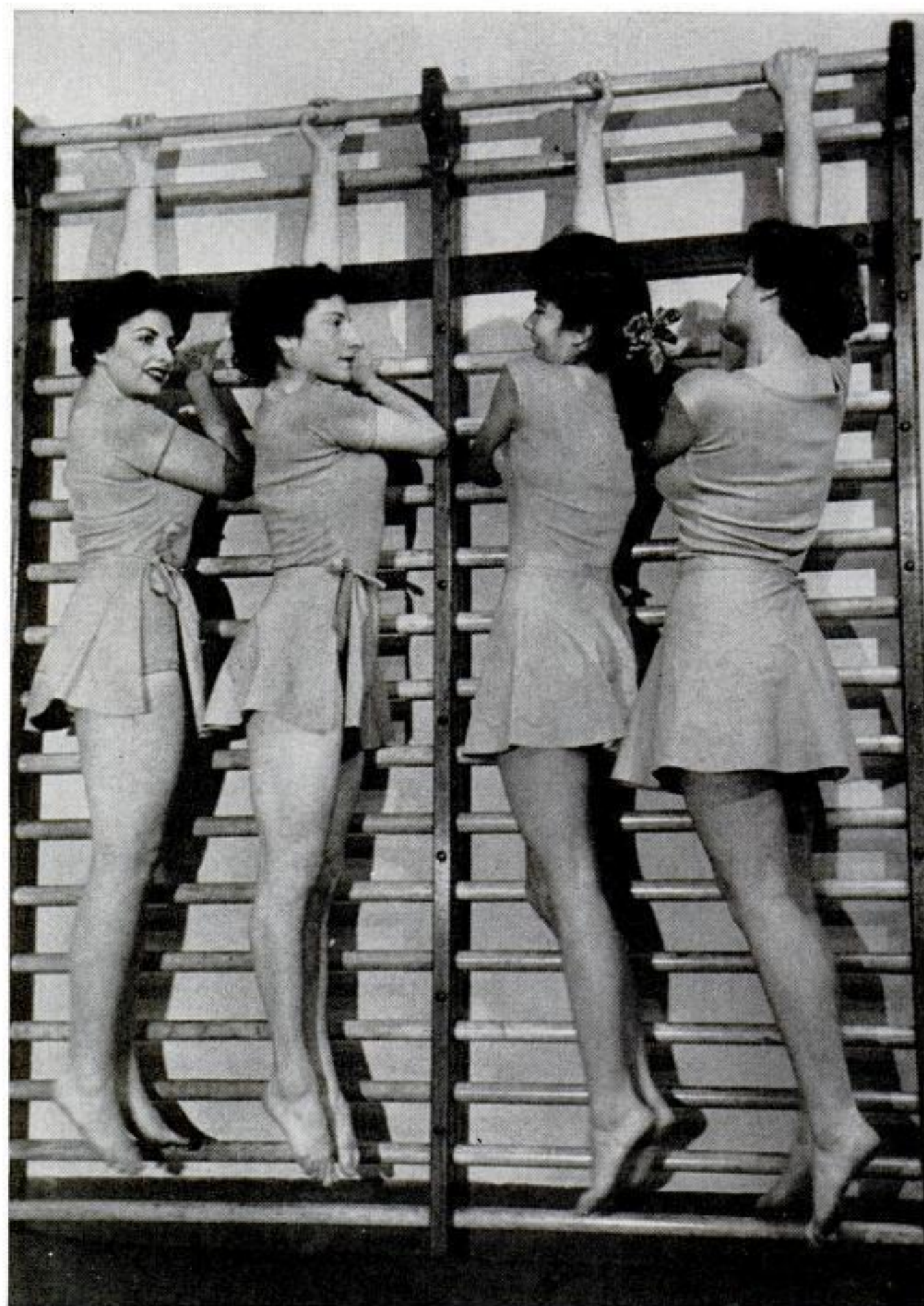
Why not call Western Union now
and give us your messages for

Valentine's Day
Sunday, Feb. 14

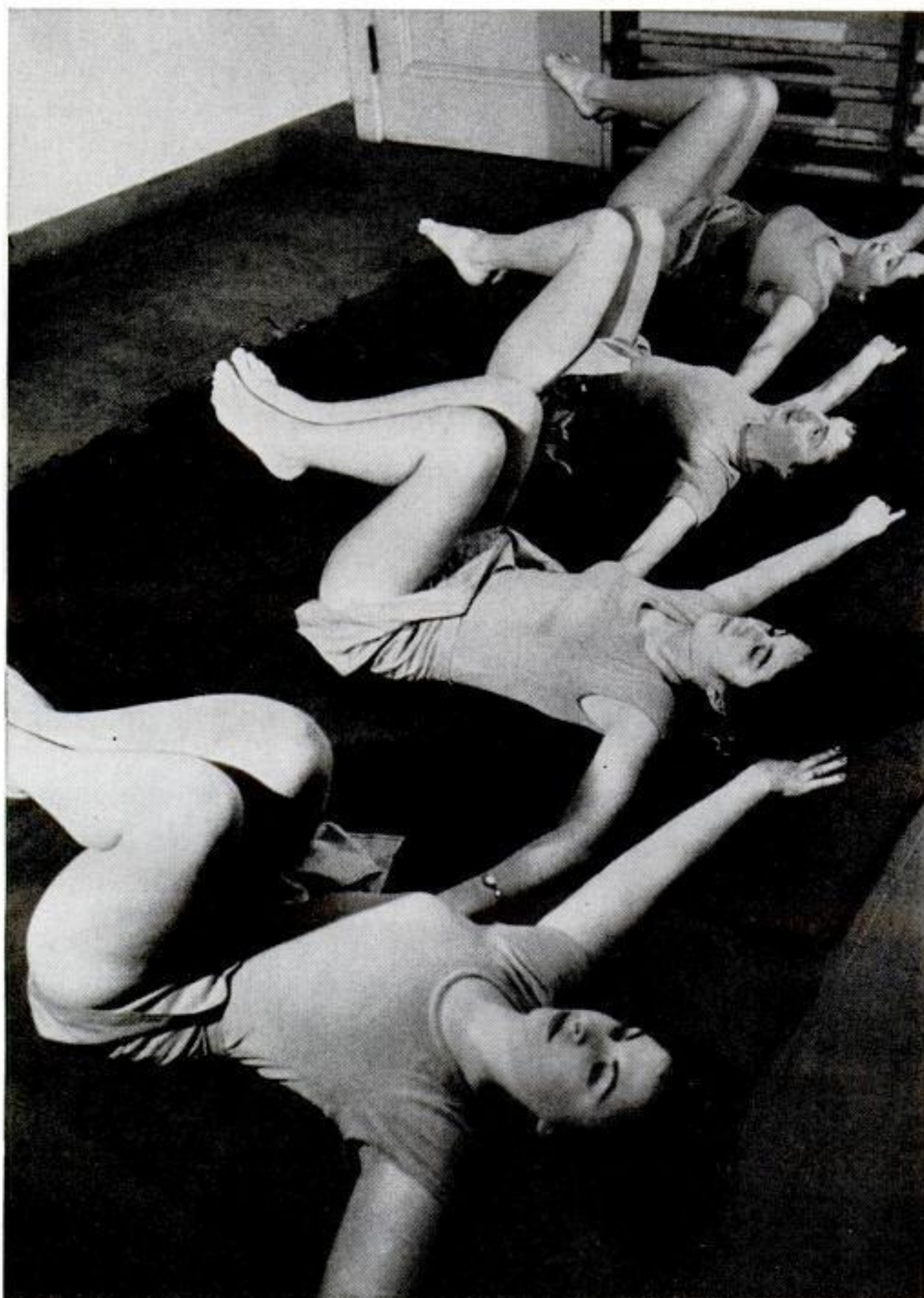
On any Occasion
it's wise
to wire



Say "Be my special Valentine" by
telegraphing flowers. Your own florist
will send them for you — anywhere.



HANGING ON BARS in posture class helps correct uneven shoulders, a common posture fault. Almost 20% of every class needs some posture work.



LEG LOWERING with legs swung from side to side is done to correct protruding abdomen, commonest posture fault. Legs touch mat on each swing.

CONTINUED ON PAGE 66

DON'T

get caught with
your fuel down!



4 oz. can
only **25¢**

See the man who sells
Ronson fuel, flints, wicks!



New knowledge about meat

Read how complete high-quality protein (the kind you get in meat) helps you



This seal means that all nutritional statements made in this advertisement are acceptable to the Council on Foods and Nutrition of the American Medical Association.

Lose weight safely . . .

A medical school reports a special study in which a number of overweight people lost up to 100 pounds on diets featuring double portions of lean meat . . . twice daily.

Meat was made the mainstay of this diet because of the large quantity of protein it provides—complete protein—the kind that's essential for the body's basic needs.

Since protein can't be stored in the body to any appreciable extent, it must be provided daily in adequate amounts by our meals. Without enough protein body tissues waste away and there is loss of physical and mental vigor.

What's more, meat satisfies hunger quickly, and delays its return. This makes it easy to get along on fewer calories.

Have a better developed baby . . .

Clinical records show that among hundreds of cases studied, expectant mothers who had extra daily portions of meat for assuring adequate protein in the diet felt better, showed less edema (tissue swelling), had better blood counts. Complications—before, during and after delivery—were notably fewer.

Their babies showed superior development, and it was disclosed (through X-ray studies) that good bone structure in the child was related to the amount of protein in the mother's diet.

Ward off many infectious diseases . . .

A leading university has demonstrated that protein is important in maintaining your body's ability to ward off many infections, because the manufacture of antibodies in your

system (your "mobile disease fighting forces") depends on an adequate supply of protein.

In addition to complete protein, meat is an outstanding source of B-vitamins (including the important B-12) iron and other essential minerals.

That's why authorities class meat as "one of our best protective foods." Can you think of a happier way of protecting your health than sitting down to a thoroughly satisfying meat meal?

Raise a healthier family . . .

A medical journal reports from observations of hundreds of children, that even a mild protein deficiency is apt to result in a host of childhood ailments.

Poor appetite, failure to gain weight, decreased resistance to many infections, persistent boils and styes, all were frequently observed in children whose diets were deficient in protein.

But "prompt and dramatic response" followed when these children ate meals that supplied plenty of high-quality protein foods such as meat.

Everyone, every day, needs enough protein . . . the kind meat provides. But the daily protein requirement of a growing boy or girl may be 3 to 5 times greater, per pound of body weight, than that of either parent!

In addition to the important nutritional values of meat in such specific ways as described above, "Most physicians," says an informative manual published by the American Heart Association, "feel that the high American consumption of protein is a good thing."

All these facts add up to show how right you are in liking meat. So go ahead . . . and enjoy it!



MEAT SITUATION

February, 1954

Meat supplies, continuing plentiful, are running a little ahead of same period a year ago.

Really big change from last year is in how the supply is made up. A shift in the normal supply pattern is shown by comparing production figures.

MEAT PRODUCTION IN POUNDS			
Kind of meat	3 months ending Jan. 31, 1954	Same period last year	% change in supply
BEEF	2,505 Million	1,991 Million	up 26 %
VEAL	218 Million	181 Million	up 20 %
LAMB	166 Million	166 Million	no change
PORK	2,170 Million	2,592 Million	down 16 %

Beef, now $\frac{1}{2}$ of total production has taken the place usually held by pork as our most plentiful meat.

Biggest share is in good medium and leaner grades—ideal for pot roasts, Swiss steaks, stews and ground-beef dishes.

Your meat money will go farther when you adjust your meal planning to seasonal and day-to-day variations in supply—look for best values in most plentiful meats.

Seasonal supply of pork, always biggest during the late fall and winter months, is smaller than usual. Reason: 10% fewer pigs born last spring. Big demand, matched against smaller supply, kept pork prices from dropping to usual winter lows.

Careful shoppers, however will still find many good values in pork. It's a good time to serve some of the more plentiful but less demanded cuts—smoked picnic, for example—that give you just as much good flavor and nourishment as the scarcer and costlier cuts.

AMERICAN MEAT INSTITUTE

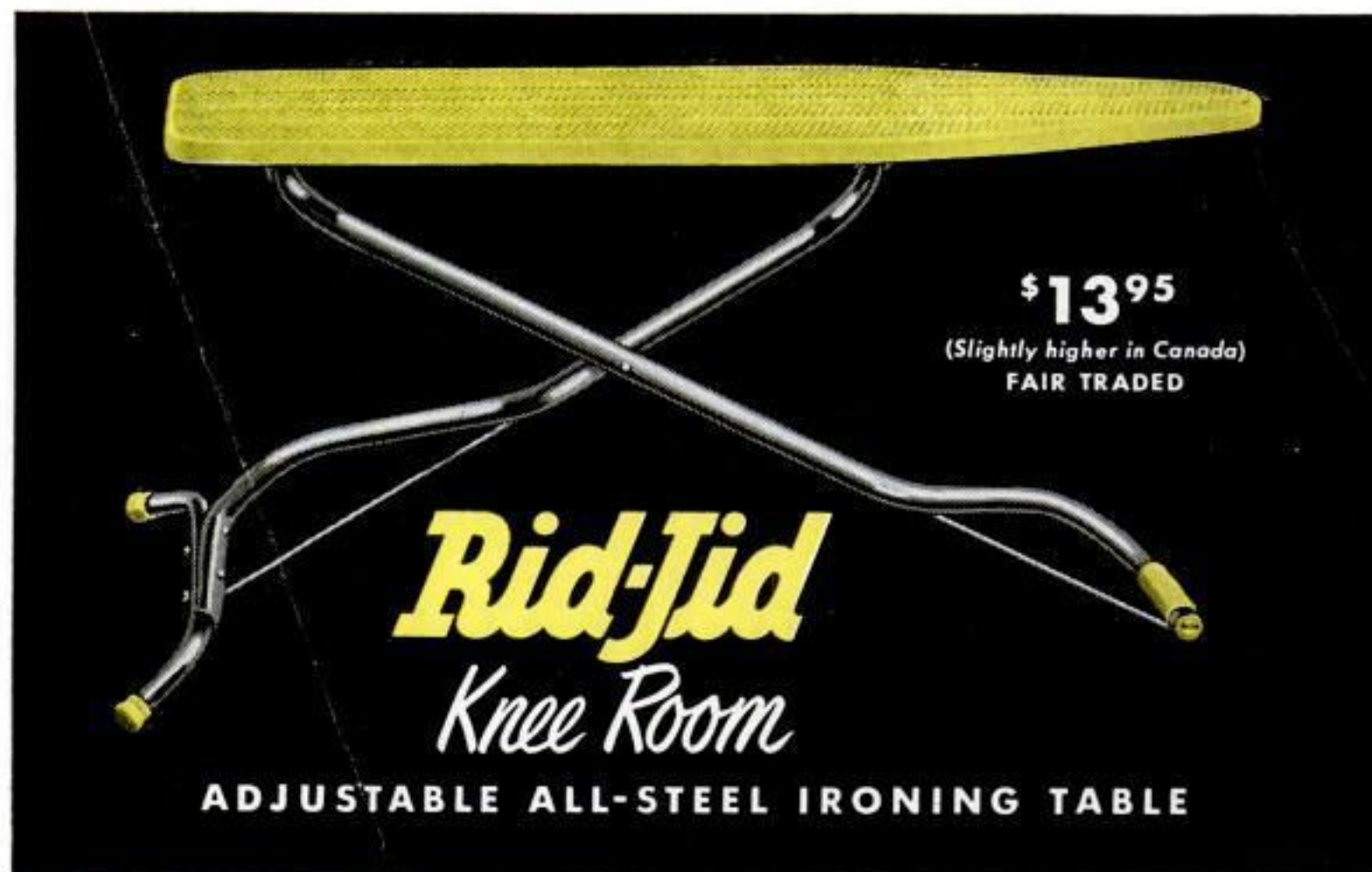
Headquarters, Chicago • Members throughout the U. S.

Trust your instinct...you're right in liking meat
...a yardstick of protein foods

How to measure your wife for an ironing table!



Short, petite, medium, tall . . . the Rid-Jid Knee Room fits them all! If she sits as she irons, there is plenty of room for her knees. This eliminates twisting, stretching, straining, saves work, lessens fatigue. No cramped legs, no bumped knees. Ironing goes lots faster too . . . moisture disappears in a flash down through Rid-Jid's patented open mesh top (61% open . . . it *truly* provides ventilation!) Perfect for stand-up ironing as well as sit-down because it quickly adjusts to ten different heights. Wonderfully strong and solid. Lovely to look at with its sunshine yellow baked enamel top and *gleaming chrome legs*. She'll never know how easy ironing can be 'till she gets a shiny, new Rid-Jid Knee Room! THE J. R. CLARK COMPANY, SPRING PARK, MINNESOTA.



RELAXATION CONTINUED



CONFERRING JUDGES are three Barnard seniors who won contest as freshmen and Gym Instructor Patty Smyth of Sarah Lawrence (pointing).

POSTURE CONTEST ENDS COURSE

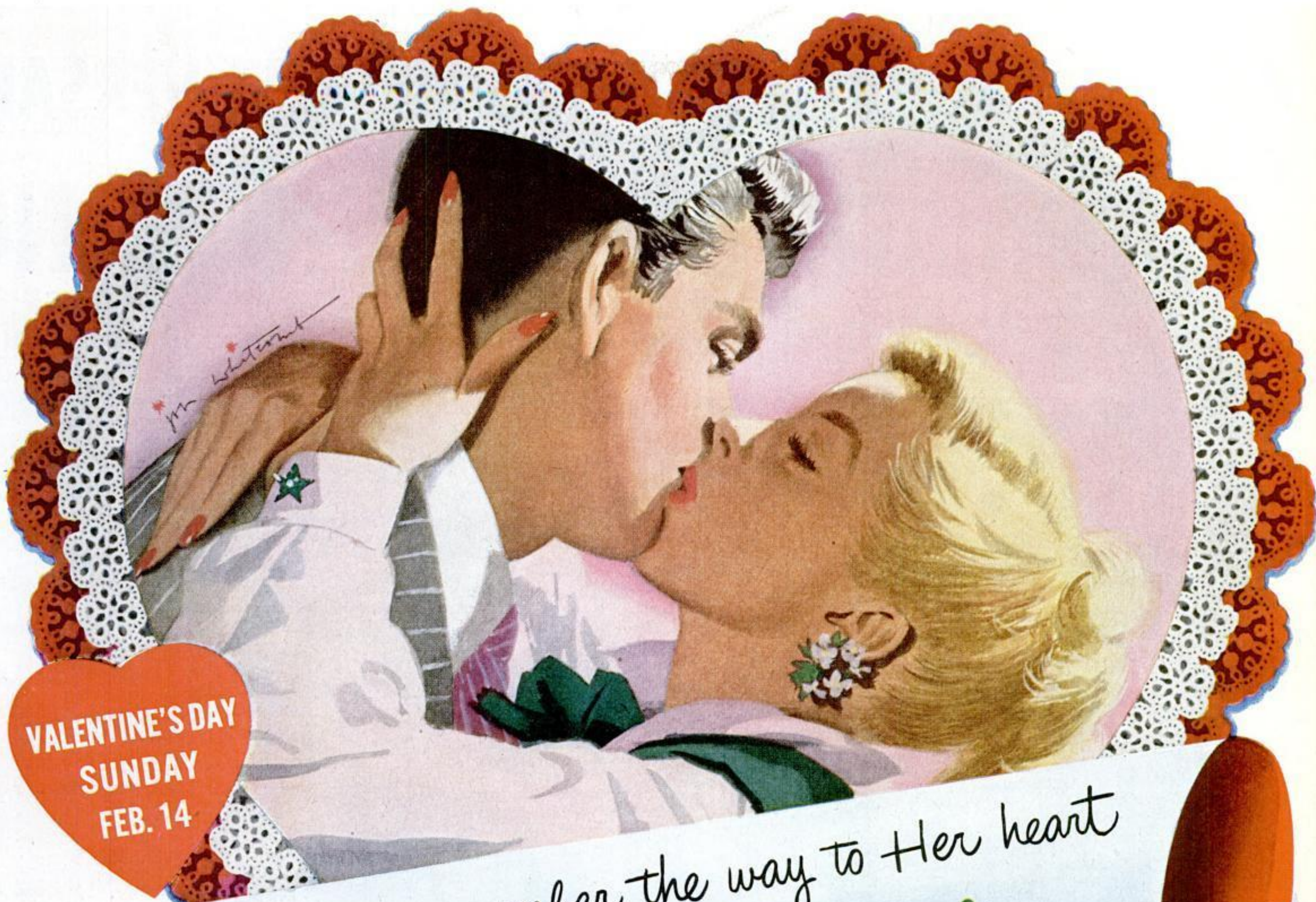
Every January, to round off the first semester of physical education, a posture contest for freshmen is held at Barnard gym. Sign in the gym this year read, "The ones who walk with grace and poise are a spectacle so rare, that even down on gay Broadway the people turn and stare." Entrants wear tight clothes, flat shoes, walk around. This eliminates most of them. The rest then have to sit down, get up, walk up and down stairs and pick up books until the judges pick the winners.



CIRCLING CONTESTANTS walk for half an hour, rather like entrants at a livestock show. Girls with poor posture soon begin to slump and are eliminated.



WINNERS (from left) are Susan Kennedy (first), Naomi Perlstein (third), Hiroko Ogawa (second). Dorothy Kiessling, winner last year, congratulates them.



It's time to remember the way to Her heart



Whitman's
CHOCOLATES



The Beautiful HEART BOX

There is a big difference in heart boxes. When you give a Whitman's Heart Box she knows you've given the best. 55c to \$7.50

The World-Famous SAMPLER

And here is the finest box of chocolates in the world. It's specially decorated for St. Valentine's Day and tied with ribbon.

1 lb.	\$2.25
2 lbs.	4.50

CHOCOLATES

delicious, nutritious
and energy-giving

FOOD

A Woman Never Forgets the Man Who Remembers



KELVINATOR'S 40TH ANNIVERSARY

AUTOMATIC DEFROSTING AT NO

All have full-width freezers, handy door shelves,



WHY PUT UP WITH MESSY HAND-DEFROSTING? There's an excitingly better way today, with a new "Magic Cycle"* Automatic Defrosting Kelvinator. And to get this amazing convenience, you don't have to choose a size refrigerator that doesn't fit your needs, or pay a price penalty . . . because Kelvinator gives you automatic defrosting at no extra cost in any 1954 model, large or small, "deluxe" or "standard"!

*Patent applied for.

YOU'LL NEVER DEFROST AGAIN! This new 11-cubic-foot beauty is one of five thrillingly new 40th Anniversary Models from Kelvinator, oldest maker of electric refrigerators for the home. By concentrating on the most wanted models, by employing new production techniques, Kelvinator is able to bring you *all* the quality features you want—plus automatic defrosting at no extra cost—as Kelvinator's birthday gift to you! Typical of these bonus values is huge Frozen Food Chest with exclusive "Wrapped-in-Cold" design, as pictured here in Model MAD-110.

REFRIGERATORS GIVE YOU EXTRA COST IN EVERY MODEL!

cold-clear-to-the-floor, fabulous new color-styling



NEW MAGIC KIND OF DEFROSTING! Unlike ordinary automatic defrosting systems, the Kelvinator "Magic Cycle" system uses no electric heaters. It *defrosts without defreezing*. Even the most fragile of ice cream molds will stay firm and frozen solid while your Kelvinator automatically defrosts itself and automatically resumes normal operation. Here's the simplest, surest, safest method of automatic defrosting known. And, you get it only in Kelvinator.

NEW SHELF CONVENIENCE! Stop playing "hide-and-seek" and get more storage convenience. Load heavy bottles on your Kelvinator's Dairy Shelf. They'll glide out to your fingertips at a touch . . . all in plain sight! You also get a slide-out and a removable half-shelf so you can conveniently store bulky foods, like watermelons. Your Kelvinator shelves are rust-proof aluminum, far better and sturdier than in ordinary refrigerators.



NEW, DEEPER DOOR SHELVES! All 1954' Kelvinators have them for you. Load them with soft drinks, ketchup and olive jars, cans of baby foods. They save you hunting small, often-used items. The upper shelf is an egg rack that holds a full dozen. Butter chest in door keeps a pound.



NEW CRISPNESS FOR SALADS! New Kelvinator "Moisture-Seal" Crispers give you "cold mist" that keeps salad makings garden fresh . . . keeps fruits and vegetables in peak of condition for weeks! The two illustrated hold nearly a bushel. Here are real food savings for you!



NEW STYLE IN YOUR KITCHEN! All new 1954 Kelvinator 40th Anniversary Refrigerators bring you glamorous new Sea Tone styling. It glorifies any kitchen, fits any kitchen color scheme. Kelvinator modern long door design gives greater food space in smaller floor space. You can even have door-hinges on the left at slight extra cost.

Kelvinator, Division of Nash-Kelvinator Corp., Detroit 32, Mich.



SEE YOUR KELVINATOR DEALER AND SAVE DURING

Kelvinator's 40th Anniversary Jubilee of Bonus Values

YOUR KELVINATOR DEALER HAS SPECIAL VALUES FOR YOU IN ALL KELVINATOR APPLIANCES

Electric Refrigerators • Electric Ranges • Home Freezers • Electric Water Heaters • Kitchen Cabinets & Sinks • Washers, Dryers & Ironers • Garbage Disposers • Room Air Conditioners • Electric Dehumidifiers • Commercial Refrigeration

Wherever fine whiskey is enjoyed the call is for

OLD Sunny Brook BRAND

Your choice may be Old Sunny Brook blend, mild and mellow—or the rich, smooth straight. Amid the sun-drenched luxury of Miami Beach...at a Texas skeet shoot or a candlelit supper in an elegant town house—wherever you go, you'll find Old Sunny Brook the choice of men of good taste. Blend and Straight, it's the world's largest selling Kentucky whiskey.

"Cheerful as its Name"



WORLD'S
LARGEST SELLING
KENTUCKY WHISKEY



KENTUCKY BLENDED WHISKEY, 86 PROOF, 65% GRAIN NEUTRAL SPIRITS • KENTUCKY STRAIGHT BOURBON WHISKEY, 86 PROOF • THE OLD SUNNY BROOK CO., LOUISVILLE, KY.



HEAVY-LADEN AND FIGHTING FOR ALTITUDE, A PIRATE CROW TAKES OFF FROM THE UNSEEN UNZEN GOLF COURSE

LINKS LARCENY

Irate Japanese players watch crows soar off with their best golf balls

In Japan a crow's caw sounds "a-ho, a-ho," which also means "fool, fool." Usually the Japanese manage to adopt a superior attitude toward this jeering from the treetops, but recently the crows have added injuries to their insults. In the Unzen National Park near Nagasaki they have taken to diving down and stealing golf balls, preferably those that have good lies on greens and fairways. With balls costing \$1.40 each, it has become difficult to maintain a superior attitude when a robber, after hiding his loot, sits on a nearby bough screaming at his victim "fool, fool."



A YEN-MINE is discovered in nest by two caddies. They add to their income by regular searches for lost balls.



SHOO-BIRD BOYS race along a fairway chasing a thief. Best guess as to why crows like the golf balls is that they

think they are eggs which will produce new crows. When used this way, however, they will not produce birdies.

Now, with all eyes on the shorter hemline,
more than ever you need . . .

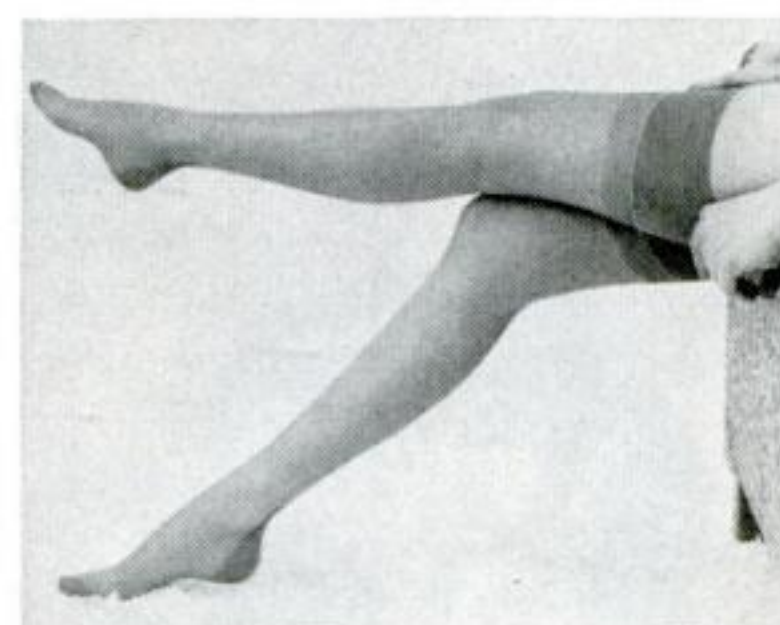
Munsingwear®

stockings

with

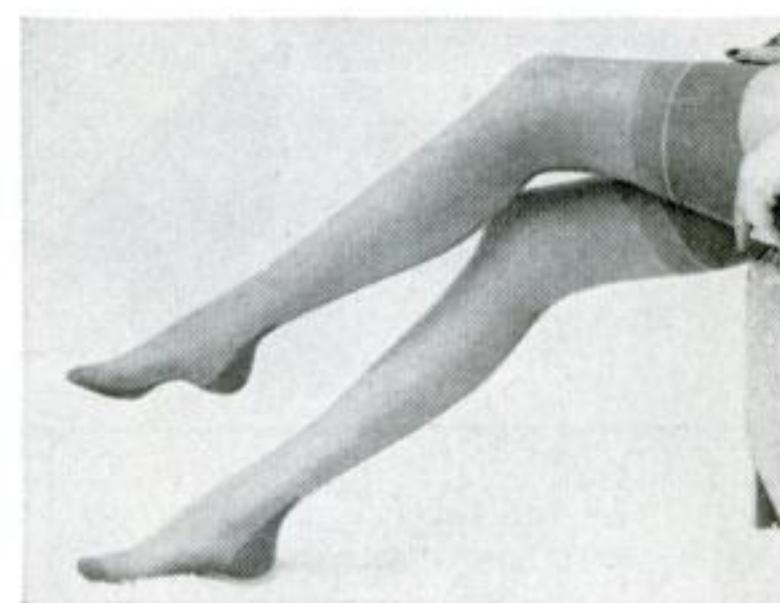
*3-Dimensional
Fit...*

They fit all 3-Dimensions
of your legs perfectly!



**1. perfect length
dimensions**

for long wear



**2. perfect contour
dimensions**

for long wear



**3. perfect foot and
ankle dimensions**

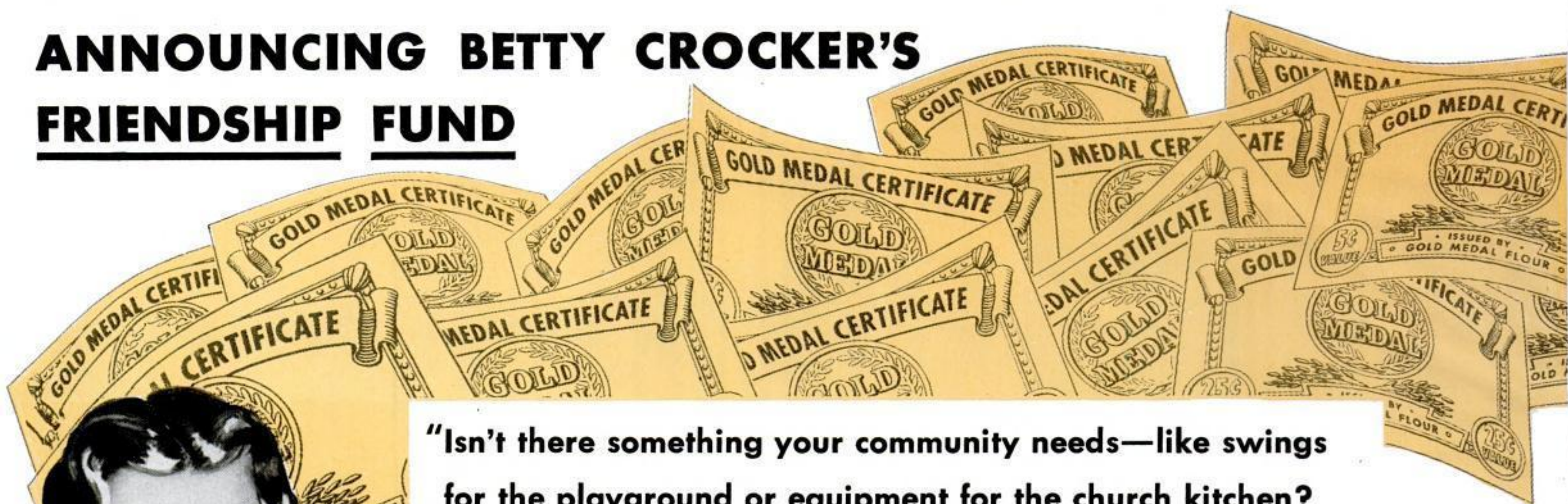
for long wear

*In Full-Fashioned and Seamless; Iris (small) Venus
(average) Diana (tall) \$1.35 to \$1.95*

WRITE MUNSINGWEAR, INC., MINNEAPOLIS, MINN., FOR THE
STORES NEAREST YOU. • STOCKINGS • LINGERIE • FOUNDETTES®

One Million Dollars

ANNOUNCING BETTY CROCKER'S FRIENDSHIP FUND



"Isn't there something your community needs—like swings for the playground or equipment for the church kitchen? I'm sure there is. And we at General Mills are making this Friendship Fund offer to help you now. All your group does is collect these Gold Medal Certificates that come in specially marked sacks. Isn't this an easy, satisfying way to help your community?"

Betty Crocker
OF GENERAL MILLS



Look for the specially marked sacks of Gold Medal Flour with valuable Gold Medal Certificates inside. These certificates are redeemable by your church, club or charity for real money.



Gold Medal Certificates and redemption instructions are attached to the recipe folders inside specially marked Gold Medal sacks. The bigger the sack, the bigger the cash value. Save every one! Give to your favorite group.



*General Mills will redeem these certificates from bona-fide organizations. Examples: any church or church group, federated women's clubs or PTA, veteran organizations or scout groups, any national or community drive and all charities. And no group is too small!



Get your collection group started! Have every member ask friends and neighbors to save Gold Medal Certificates for your group. Appoint a chairman to handle redemptions. Complete mail-in instructions come with certificates in Friendship Fund sacks of Gold Medal.

Gold Medal Flour

IT'S AMERICA'S FAVORITE!
More sacks sold
than the next
5 brands combined!



in Gold Medal Certificates for CHURCHES, CLUBS, CHARITIES

**Collect Gold Medal Certificates
in specially marked sacks of
Gold Medal Flour—
they're worth real money!**

**GET YOUR COLLECTION GROUP
STARTED! LOOK FOR DISPLAYS
OF SPECIAL FRIENDSHIP FUND
SACKS AT MY STORE NOW.**

No group is too small to get EXTRA MONEY by collecting these certificates. Here's your chance to get money for something your church or club group wants—whether it's baseball gear for a boys' club, a coffee-maker for the church kitchen or a donation to the orphanage.

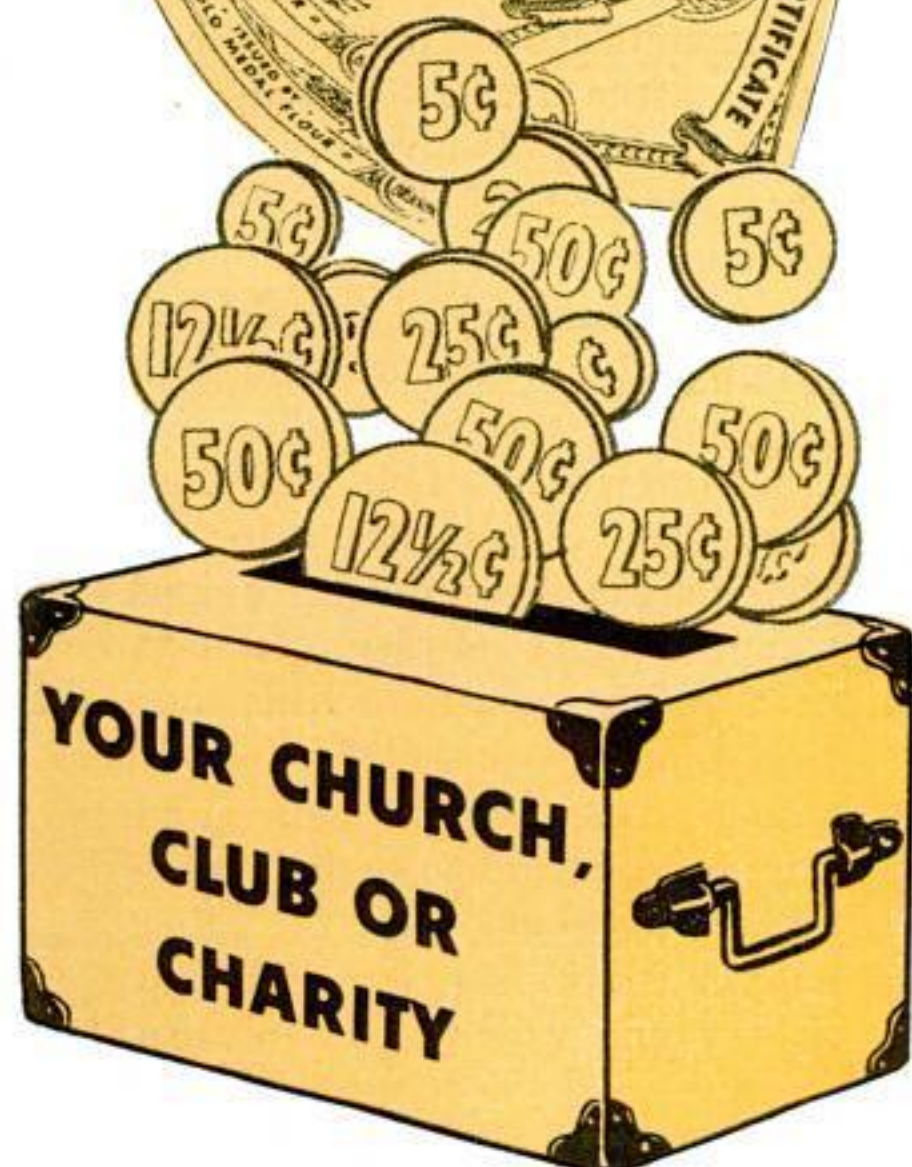
Get the *one* flour you need for everything you bake. Cakes and bread. Cookies and pies. Biscuits and hot breads. Keep Gold Medal Flour busy and help your favorite good cause!

It's easy—just ask neighbors and friends to save Gold Medal Certificates—even the children can help by collecting from door to door.

How about a cake or cookie sale with goodies made from Gold Medal Flour? Award a *free* Cake Prize to the person turning in the most Gold Medal Certificates!

Put a collection box for certificates in your church, school, in movies and stores. Invite easy giving!

Because Gold Medal Flour is by far America's favorite, there are *hundreds* of these certificates in stores near you. Be sure to get your group's share.



THE WORLD WE LIVE IN: PART VIII

THE CORAL REEF

Reared by tiny and primitive creatures, master builders of palaces under the sea, its spires and grottoes encompass the most luxuriant domain of natural existence

Text by LINCOLN BARNETT

But here is only movement deep
As breathing . . . the reef fish hover
Dancing in their silver sleep
Around their stone, enchanted tree.

ARCHIBALD MACLEISH, *The Reef Fisher*

AROUND the periphery of the great wandering sphere on which man rides down the trackless avenues of space there stand many edifices of nature—mountain ranges erected by paroxysms of the planetary crusts, valleys incised by running water and creeping ice, and oceanic deeps formed by inscrutable forces in the earth's hot core. The past articles of this series have described the great structural features of man's environment and the agencies that brought them into being. But in addition to the general land forms, the patterns of rock and water that shape the visible world, the earth encompasses many special areas of existence—windy plains, parched deserts, luxuriant forests. Of these none is more wonderful, none lovelier than the coral reef, wrought not by blind physical agencies but by living creatures, diminutive in stature and primitive in form, yet master builders of the palaces of the sea.

Ever since European explorers began to rove the tropic oceans, the Western world has vaguely discerned the phantasmagoria of coral isles rising, palm-fringed and surf-ruffled, amid the blue desolation of the sea. As the centuries passed the image sharpened; new details emerged—of island necklaces ringing bright turquoise lagoons, and many an arched beach of pastel sands. Below the sun-spangled satin of the waters there loomed a fabulous world of living creatures, more prolific and colorful than any known to man, a magic glimmering realm of flowerlike animals, giant clams and gaudy fish with iridescent scales of gold and silver, ruby and emerald, glinting among the groves and grottoes of the coral gardens.

Until the last century, however, the nature of coral remained a mystery. Today it is generally known that the substance called coral is composed of the skeletons of innumerable small marine animals. Flourishing around the world in warm tropic waters, these tiny creatures are the creators of thousands of reefs, atolls and island festoons, including one of the greatest edifices on the face of the earth, the Great Barrier Reef of Australia (*see next page*). No one knows precisely how much coral there is on earth, but it takes its place with the mineral substances of the planetary surface as one of the major architectural ingredients of the world in which man lives.

Owing to the blossomlike aspect of coral gardens, with their branching fronds, fans and clusters of infinitely variegated hues, corals were long mistaken for plants. Actually corals are members of the great phylum of the animal kingdom known as Coelenterata, which includes jellyfish, sea anemones and hydroids. An individual coral polyp consists of little more than a fleshy cylinder or tube, ridged inside with spokelike partitions. At the top is a mouth, bearded with tentacles, serving both as an inlet for food and an outlet for excreta, sperm and eggs; the other end, or pedal disk, is anchored to a limy cup which rests in turn on some solid object, generally the

skeletons of dead ancestors. Voracious carnivores, corals feed on planktonic animals—young fish, tiny crustaceans, worms—which they catch and paralyze with their stinging tentacles. Save for a brief, free-swimming larval stage, corals lead completely sedentary lives; as soon as they settle down, they start secreting lime, and quickly invest themselves in cuplike armor into which they retract for protection. Some corals are solitary, but most forms, notably the reef-builders, are colonial creatures, joined physically in an immense variety of ramified structures which grow upward and outward by budding. It is thus, by the never-ending labor of untold generations of small artisans, each in turn erecting its delicate castle, that the profuse coral islands, reefs and atolls of the earth's oceans have been reared.

Although coral grows in all the seas, the reef-builders exist only in shallow, sunlit, tropic waters—seldom more than 22° from the equator, and rarely at temperatures below 68° F. or at depths greater than 150 feet. Their requirements are rigorous. They must have clean water, for heavy mud and sediment quickly suffocate them. They must have sunlit water, for within the tissues of each coral polyp there exists a form of alga which, it is thought, provides oxygen and abets the excretory process of the coral, and which itself requires sunlight for photosynthesis. And finally they seem to demand restless, moving water, for only through the surge of waves and currents can sufficient oxygen and food be wafted within range of their tentacles.

More than a century ago Charles Darwin observed that there appear to be three kinds of coral reefs: the fringing reef, which fans out from the edge of land in an almost solid shelf; the barrier reef, which is separated from land by a wide lagoon or channel, and the atoll, a coral ring enclosing a lagoon in the open sea. Since coral grows only in the bright surface layers of water, one of the mysteries of atolls and barrier reefs, whose seaward ramparts plunge to depths of thousands of feet, has been the nature of the foundations on which the original growth began. The best answer to this riddle was suggested by Darwin himself and is accepted with a few revisions today: *i.e.*, modern atolls and barrier reefs stand on a sunken basement of ancient fringing reefs that have been submerged either through the slow settling of the ocean floor or a rise in ocean levels. And as the land subsided, or the waters rose, the corals kept on growing upward toward the sun, outward toward the open sea, widening the distance between reef and shoreline, or, as in the case of atolls, until an entire island disappeared into the depths. Final confirmation of Darwin's submergence theory came only recently from Eniwetok atoll, where drills bit downward through layer after layer of antique coral. Finally from a depth of 4,000 feet they brought up a core of volcanic rock—vestige of a long-vanished island on whose drowned flanks corals began to build untold ages ago and continued to build, generation after generation, fighting ever upward through the encroaching wa-

ters, so that the living corals of Eniwetok today bestride the summit of a mighty unseen tower, at once a catacomb of countless creatures long since dead and a monument to the continuity of life.

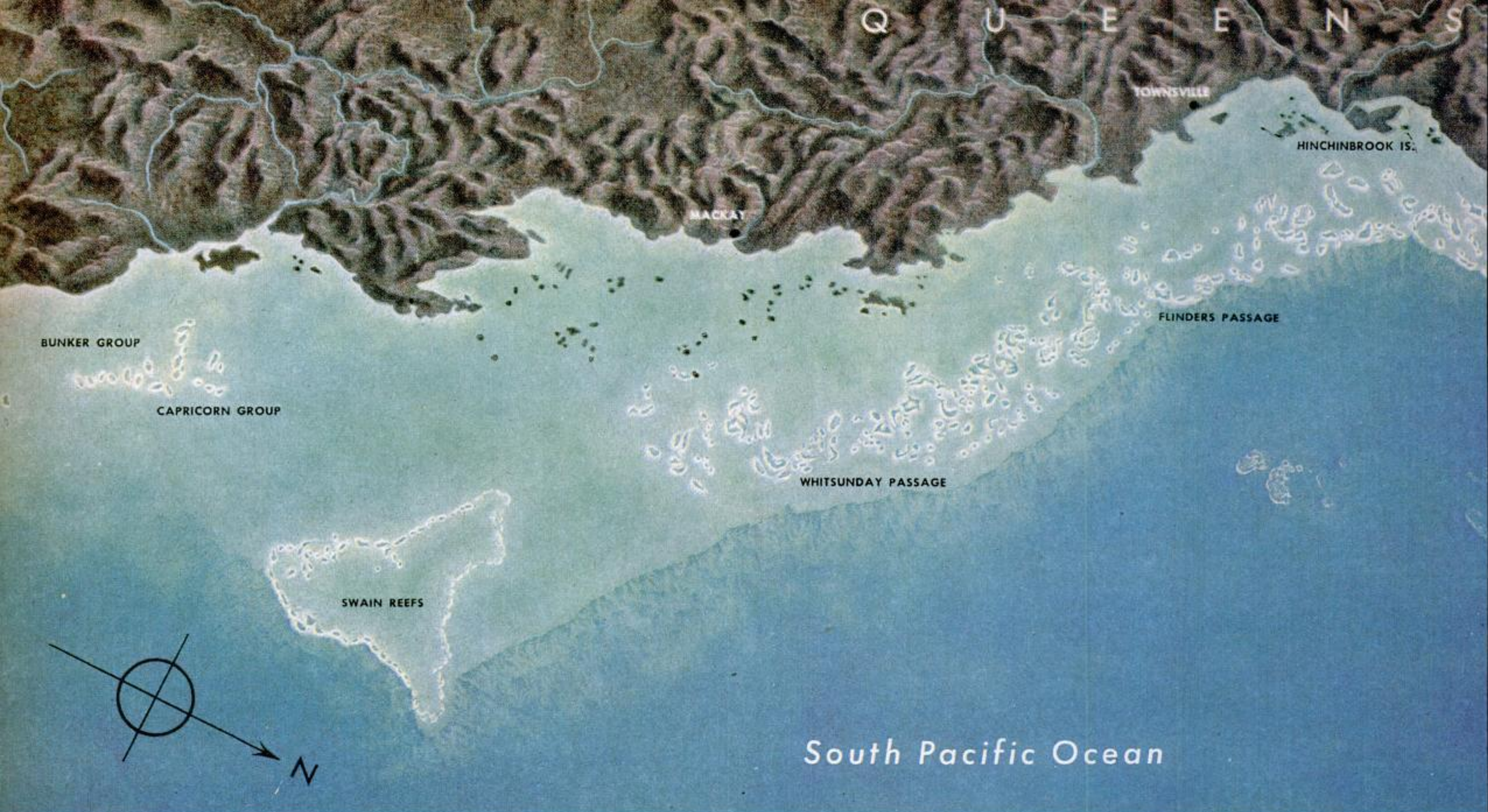
Photographs by FRITZ GORO and RENE CATALA,
GEORGE LOWER, DON OLLIS, HARRY PEDERSON and J. I. TRACEY JR.
Map by ANTONIO PETRUCELLI

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THE REEF BUILDERS, living coral polyps, twinkle their tentacles in lucent Bahamian waters like a field of stars. It is only at night that a coral garden thus comes to bloom, for corals are nocturnal feeders. In the light of day they fold

their tentacles and shrink back into their pale stone mansions. Enthroned in the middle of this coral colony is a familiar reef-dweller, a tubeworm, with its feathery gills partially expanded, waving in the clear water like a peacock fan.



THE WORLD'S BIGGEST CORAL REEF extends for 1,260 miles along the northeast coast of Australia from the Bunker Islands in the south (*left*) to the Murray Group near New Guinea in the north (*right*). The width of the channel or lagoon

between the outer fringes of the reef and the mainland varies from about 100 miles in the vicinity of Swain Reefs to a minimum of seven miles. On the seaward ramparts of the Great Barrier the coral walls fall away to depths as great as 8,000

THE GREAT BARRIER REEF OF AUSTRALIA

ACROSS the tropics of both hemispheres coral structures stud the blue girdle of the encircling oceans. The mightiest of these and one of the supreme wonders of the natural world is the Great Barrier Reef, a stupendous rampart or submarine buttress, 1,260 miles long and 500 feet high, enclosing a watery domain of approximately 80,000

square miles off the northeastern coast of the Australian continent. Beside it the works of man are dwarfed; it is the greatest single edifice ever reared by living creatures on the face of the earth.

Owing to its remoteness—stretching as it does along subtropical and sparsely populated shores—relatively few people, even Australians, have ever laid eyes on this fabulous coral world. The pictures on these pages are therefore windows opening on one of the most extraordinary and little-known regions of the planet. An aerial observer, looking down on the Great Barrier Reef from a plane, would note that it is not a solid wall, but rather a complex construction in which all three major categories of coral reef (*below*) are represented. In the south, where the waters are cooler and therefore inimical

BARRIER-TYPE REEF is disclosed by surf crashing against its submerged coral cliffs. In this aerial photograph, looking south, the 600-foot-deep waters of the open sea appear at left, the shallow waters of the protected channel at right.

AN ATOLL in the Capricorn Group exhibits the characteristic ringlike configuration of coral structures that have grown upward from the shores of sunken islands. Set back from the Barrier's outer edge, the atoll stands in less than 200





feet. Inside, the waters of the great lagoon are shallow, seldom more than 120 feet deep, and dappled with numberless islands, atolls and uncharted coral outcroppings that render navigation hazardous. The islands close to the mainland

to coral growth, the Barrier is fragmented, comprising a labyrinth of subsidiary reefs, patch reefs, islets, coral sand bars, atolls, sand dunes and shoals separated by many wide, navigable channels. But as it curves northward into warmer waters, the length of its component reefs increases and the channels between them diminish in number so that for the northernmost 500 miles it presents an almost unbroken parapet, rising like an underwater mountain chain from the depths of the sea.

Although many of the constituent units of the Great Barrier are submerged at high tide and some never rise above the surface at all, they effectively defend the inner lagoon from the violence of the ocean waves. Windward of the reef the waters are white with savage

feet of water. From the windward side (*foreground*) surf foams over the parapet into the shallows of the central lagoon. Within the leeward arc in the distance, a small island has been formed of coral sand; on it stands a lonely lighthouse.

represent the peaks of drowned hills and mountains of a faulted or submerged coastal plain. The clustered isles of the reef are almost all of coral construction, most of them uninhabited save by a few pearl fishermen and lighthouse keepers.

surf beating at the outer ramparts, expending its fury against the hidden coral cliffs. To leeward, within the calm waters of the inner lagoon, often referred to as Australia's grand canal, coastal vessels cruise between Brisbane and Cape York, picking their way cautiously amid the coral flats and islands that divide the inshore waters into a maze of tortuous channels navigable only to experienced sailors. In wintertime antarctic whales enter the warm, still waters of the lagoon to spawn.

At one time far in the geologic past the floor of this inland sea formed part of the Australian mainland, a flat coastal plain dotted here and there with hills and low mountains. Then, in response to the huge forces that recurrently re-form the crust of the planet, these

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FRINGING REEFS skirt the flanks of volcanic islands in the northern Murray Group. Here the coral has built outward from solid rock shores. If the islands should sink, their fringed reefs could form an atoll like that in picture at left.





STAGHORN CORALS are among the most prolific and most beautiful architects of the Great Barrier Reef. Their name derives from the antlerlike arrangement of their branches. They flourish over reef flats everywhere but thrive best in

sheltered waters. Slender, brittle as glass, staghorns are recurrently decimated by storms. Following typhoons, masses of their dead branches litter the weather side of reefs. Here a school of blue damsel fish wanders amid a staghorn grove.

CORAL REEF CONTINUED

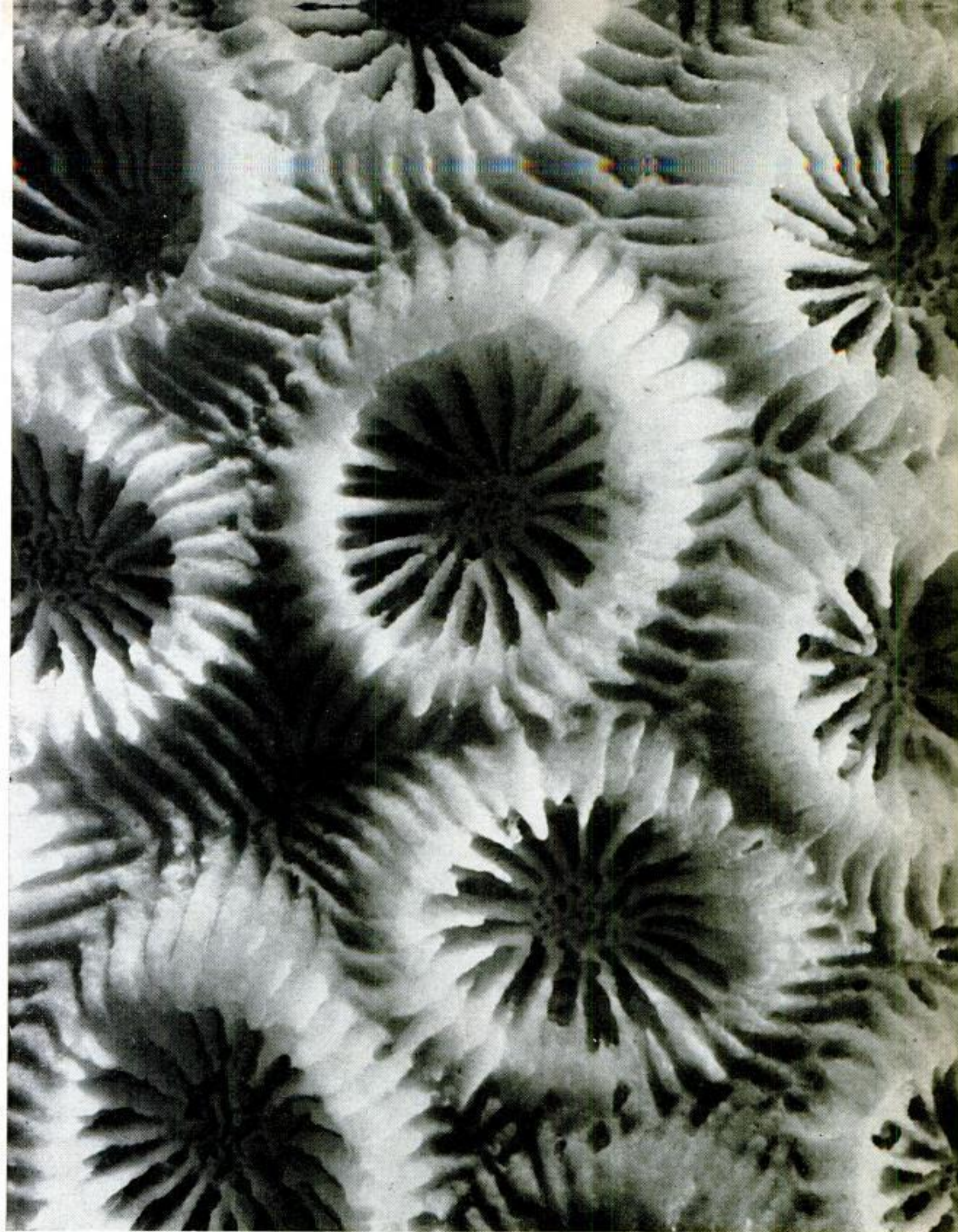
marginal lands began to settle, leaving only the crests of the coastal hills protruding above the waters: the inshore islands visible today. The warm shallows favored the growth of coral, and slowly, at a rate of perhaps three feet per 1,000 years, the reef grew as the coastal plains and continental shelf subsided and the ocean levels rose.

In the building of the Great Barrier, however, the corals have not labored alone. Here, as in every reef, other agencies were and are continually at work. The limy skeletons of the master builders represent the main building blocks, but the framework is often loose and honey-combed with apertures which are filled with smaller units—tiny shells and other skeletal debris. Even so the structure might remain a loosely compacted mound of rubble, subject to disintegration by the pounding of waves, were it not for encrusting deposits of lime laid down by coralline algae. This mortar binds the reef together, cementing it into solid ramparts of coral rock.

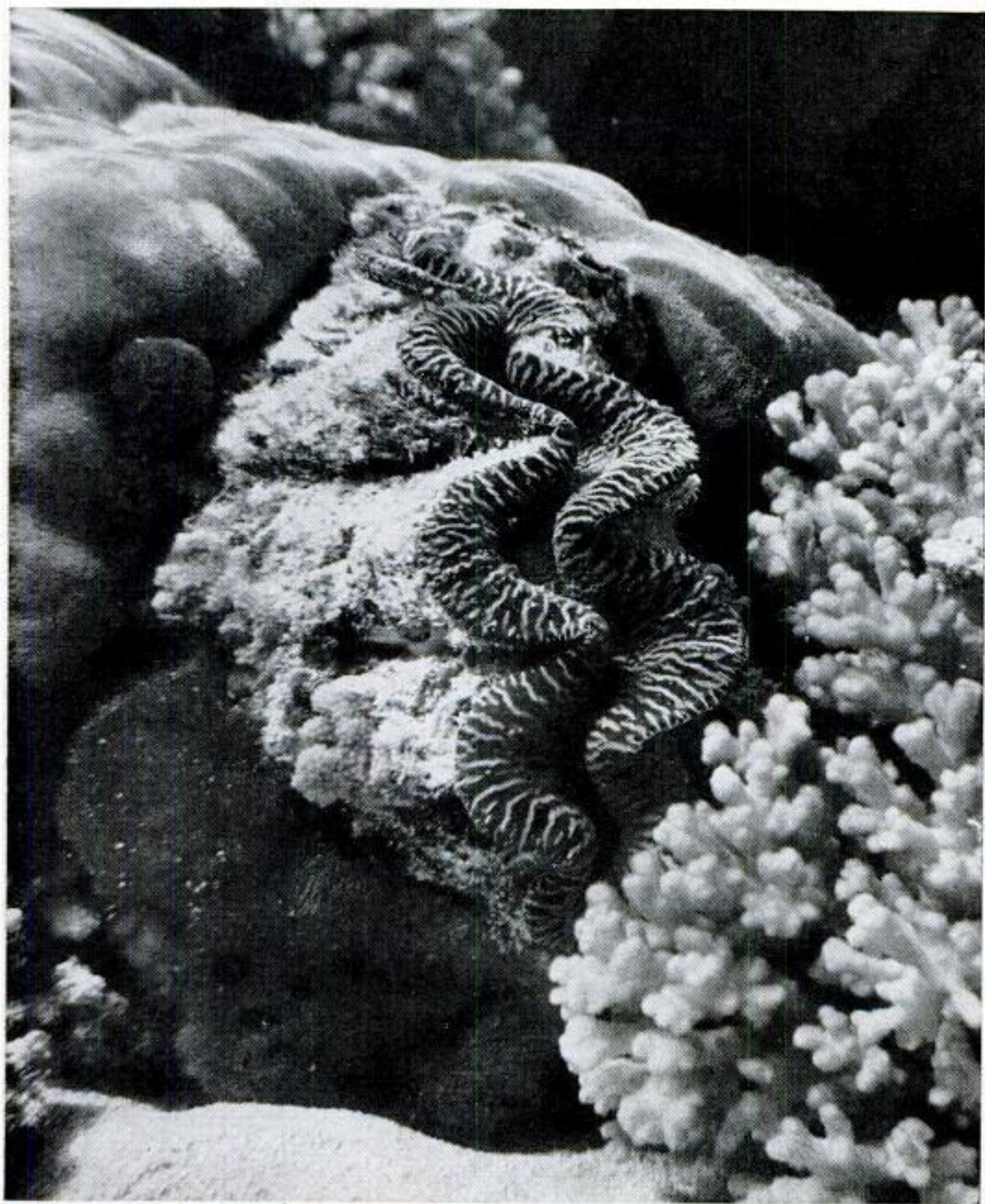
By day and by night while the coral polyps are fabricating their complex houses, other forces are relentlessly at work tearing them down. Foremost among the destroyers are the ocean waves, beating on the seaward walls, driven by the Southeast Trade Winds. Recurring typhoons break up vast sections of reef, excising huge blocks of coral and tumbling them across the flats into the catch basins of the lagoon. Great havoc is also wrought by fresh water descending in torrential tropic downpours of rain, diluting the salt water in which polyps and other marine animals must live and converting the teeming community of the reef into a desolate coral graveyard. Beside these inanimate forces of destruction there are plant and animal enemies—sea urchins that rasp holes in the coral surface, boring mollusks and algae, and clams that wedge themselves into ever-deepening cavities. All these undermine the structure of a reef. And so, as in every domain of nature, growth and destruction, life and death are forever in conflict.

In this never-ending battle the forces of creation have been consistently victorious. Along the entire length of the Great Barrier the

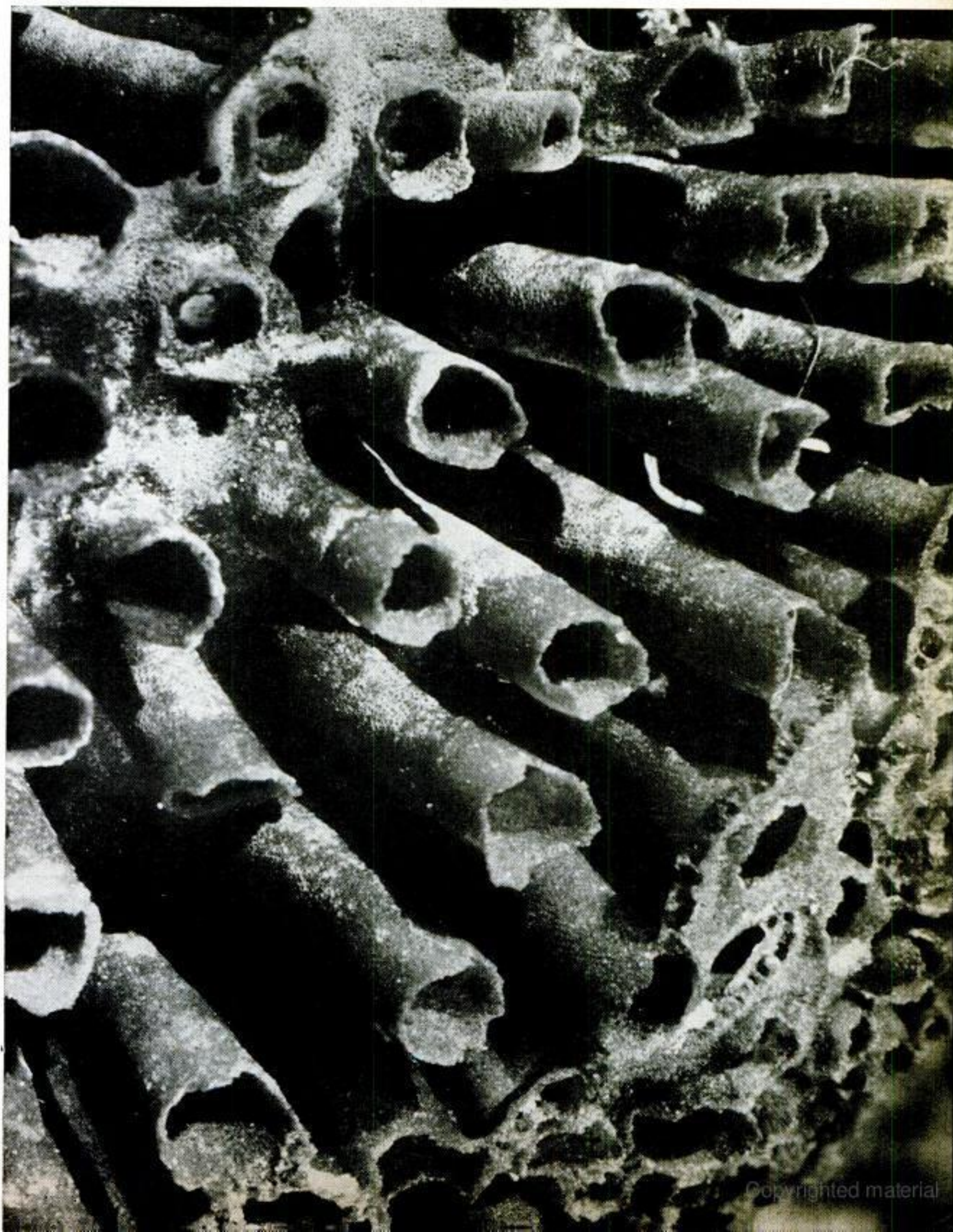
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STAR CORAL SKELETONS mesh together like cogwheels in a part of the Great Barrier Reef. Hard, unbranched star corals are among the most important reef builders. Below, standing empty, are pipelike houses built by organ coral polyps.



A HUGE CLAM is wedged among the living corals of the reef. Largest bivalves in the world, giant clams weigh up to 500 pounds and measure four feet across. Human swimmers sometimes drown when they step into open shells and are trapped.





PANDANUS TREES weave a dense fabric of roots and branches on an island of the Great Barrier Reef. One of the commonest of coral island trees, the pandanus is more widely known as the "breadfruit tree" because the Australian natives

pound its pineapple-shaped fruit into a kind of dough. It is also called "screw pine" because of its spiraled tufts of leaves. Its stilt roots provide support in the shifting sands in which it grows. Its fallen leaves choke out all other plant life.

CORAL REEF CONTINUED

corals continue to build, consolidating their holdings and extending the reef area, wresting new dominions from the sea. In time it is possible that discontinuous units of the Barrier will fuse into a solid mass, for the living, tide-washed coral of today may become the coral island of tomorrow. As the skeletons of coral and other reef organisms disintegrate under the waves' attack they crumble into sand which gradually accumulates until a beach is formed. In time the sands are cemented together with shells and coral fragments and harden into coral rock. The next phase is the addition of vegetation, which may be brought by bird droppings or driftwood containing the seeds of grass, shrubs or trees. Coconuts floating with the currents and the seedlings of mangrove trees travel over many a sea mile and wash ashore, still viable, and propagate their kind. When the seeds germinate and put down roots in the sand, it may remain only a matter of time until the former bleak and tide-drowned reef becomes one of the romantic "Summer isles of Eden lying in dark-purple spheres of sea."

Lovely as they loom from a distance, with their plumed crests and white encircling necklaces of surf and sand, coral islands do not invariably present in close proximity the aspect of enchanted gardens. For their vegetation is often unruly, consisting in part of unkempt mangrove swamps with weird, strangled trees wading in a sodden ooze of mud (*below*), and in drier sections of a tangled and nearly impenetrable jungle of pandanus trees (*left*), often interspersed with coconut palms, banyans, Tournefortia and papaw trees, ferns and ironwood. Since mangroves thrive only in salty, boggy terrain, they are seldom found on the windswept side of reefs but rather in the lee where drainage produces an accumulation of mud. Here their spreading roots tend to collect debris and sediment which in time consolidate a higher soil base suitable for other vegetation but, paradoxically, fatal to the tree that created it.

The most notable tenants of the Barrier Reef isles are birds. In certain months of the year innumerable multitudes of aquatic fowl dramatically appear out of the blue lonely wastes of the sea and converge on the Barrier islands to mate, build their nests and rear their young. Sometimes from a ship at sea one of these islands appears to be overhung by a black and menacing cloud. On closer approach the cloud resolves into galaxies of soaring, wheeling birds—noddy terns

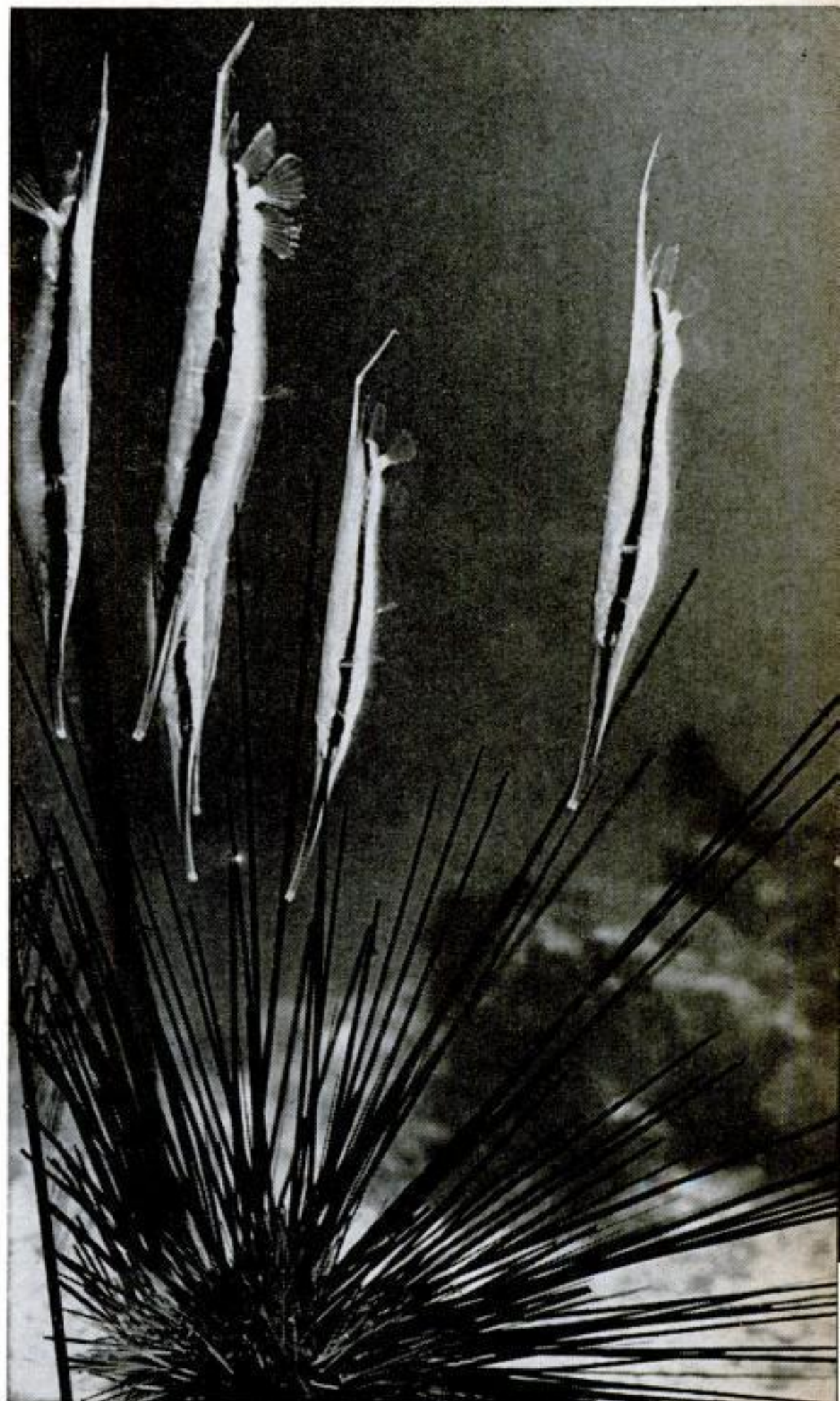
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A MANGROVE TREE rises from swampy waters of a Barrier Reef atoll. Growing in mud, the mangrove anchors itself on a tangled base of stilt roots rising high above the water and intertwined with aerial roots sent down from the branches.



SPINY SEA URCHINS thrive among the mangrove roots. Their movable spines protect them from predators. The round object in center is a brain coral.



URCHIN FISH lurk for protection among the sea urchin's upright spines, maintaining their vertical position by swift movements of their delicate fins.



NODDY TERNS congregate in vast numbers in the pisonia trees of the Barrier isles. Their nests are rough structures of leaves, seaweed and grass, cemented together with excrement. As many as 143 nests have been counted in a single tree.



A GREEN TURTLE digs a hole in the sand in preparation for egg-laying. First, using all four flippers, she digs until her shell is flush with the surface of the beach. Then with her rear flippers she excavates a deeper hole under her ovipositor.

CORAL REEF CONTINUED

(left), sooty terns (below), boobies and mutton birds, or shearwaters. For most of the year these vast hosts of birds range the South Seas. But in season some urgent instinct summons them back to the Great Barrier Reef. One island, scarcely three miles in circumference, has a seasonal bird population of more than a million. During the breeding season the birds appear never to sleep. By day they fly out over the waters in quest of food. By night they make love, fight and feed their young, accompanying their domestic activities with a wild cacophony of eerie shrieks and screeches, groans and moans that in the days of sailing ships gave rise to a legend that the islands were haunted by condemned souls in torment. Heron Island, in the Capricorn Group, a favorite of the mutton birds, is honeycombed with their burrows. Michaelmas Cay, near Trinity Passage, a roost of the sooty terns, is drenched with their droppings and the sky above is continually obscured by their swift, dark echelons.

The birds share their coral dominion with two other prolific popu-



SOOTY TERNS promenade the beach at Michaelmas Cay, a favorite breeding spot of aquatic birds. The entire island is one vast roost, teeming with terns, cluttered with nests, pervaded by the acrid odor of their innumerable droppings. Most

active of the many species of birds that inhabit the islands of the Great Barrier Reef, the sooty tern is also known as the wide-awake, for it is on the wing almost all day, searching the sea for small fish and squid, and during the breeding season



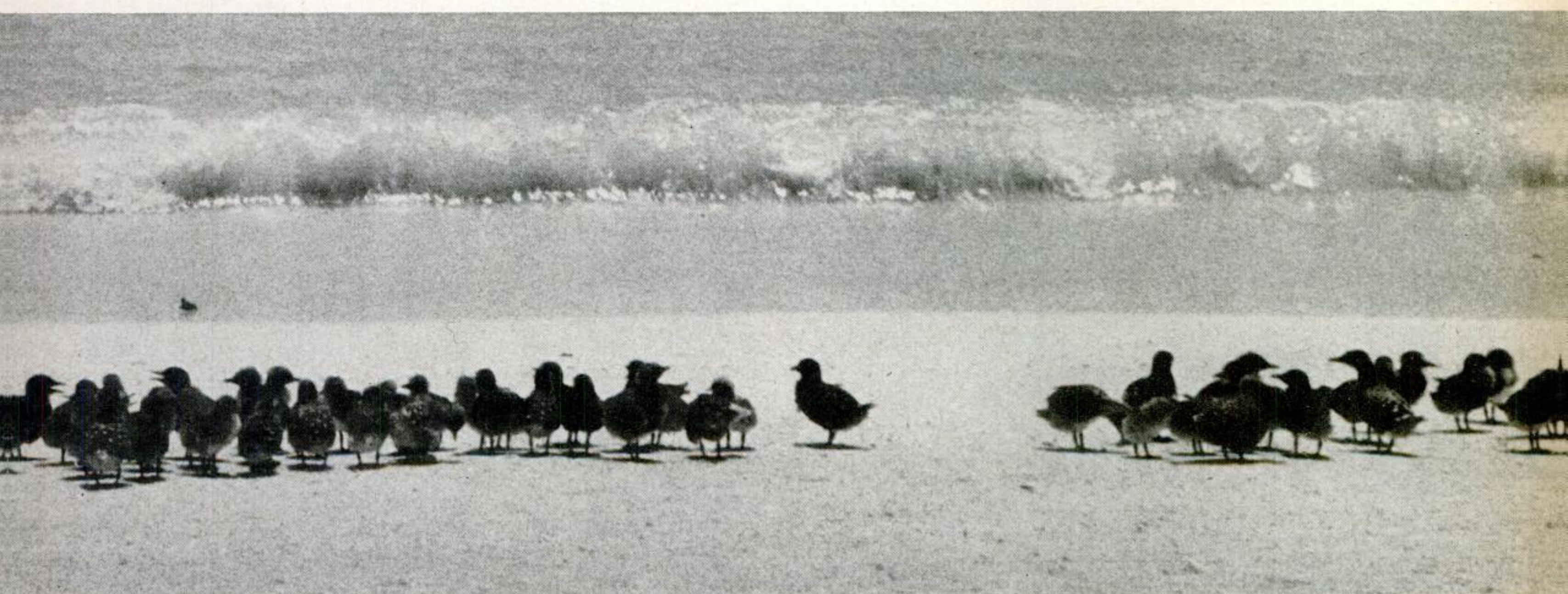
TURTLE EGGS emerge rapidly until 100 or more, each about the size of a ping-pong ball, have been laid. The mother turtle then covers them with sand. In a few weeks the young turtles hatch, head straight for the water and swim out to sea.

lations: the soldier crabs and the giant green turtles. When the tide ebbs at night the beaches come alive with ranks of tiny crabs out for food, swaying and turning like an army in maneuvers, then scattering to dig small burrows at the first gleam of dawn when their implacable enemies, the birds, take to wing. It is at night too that the giant green turtle comes ashore to spawn. Plodding up the beach in an undeviating line, struggling awkwardly over coral boulders instead of circling around them, the mother turtle climbs above the high-tide mark, digs a hole and lays her eggs (*above*). Then, covering them firmly and abandoning them, she returns to the water, leaving her unmistakable footprints in the sands (*see cover picture*). A few weeks later when the baby turtles hatch, they find themselves cast into a world of infinite peril. As they make their way instinctively down the open strand, the shadow of dark wings falls across them, and the rapacious claws and murderous beaks of the larger birds pluck them helpless from the earth, rending their tender shells. Those that escape this first aerial attack and reach the sanctuary of the surf are still not secure, for hungry fish lie waiting for them in the insatiable sea.

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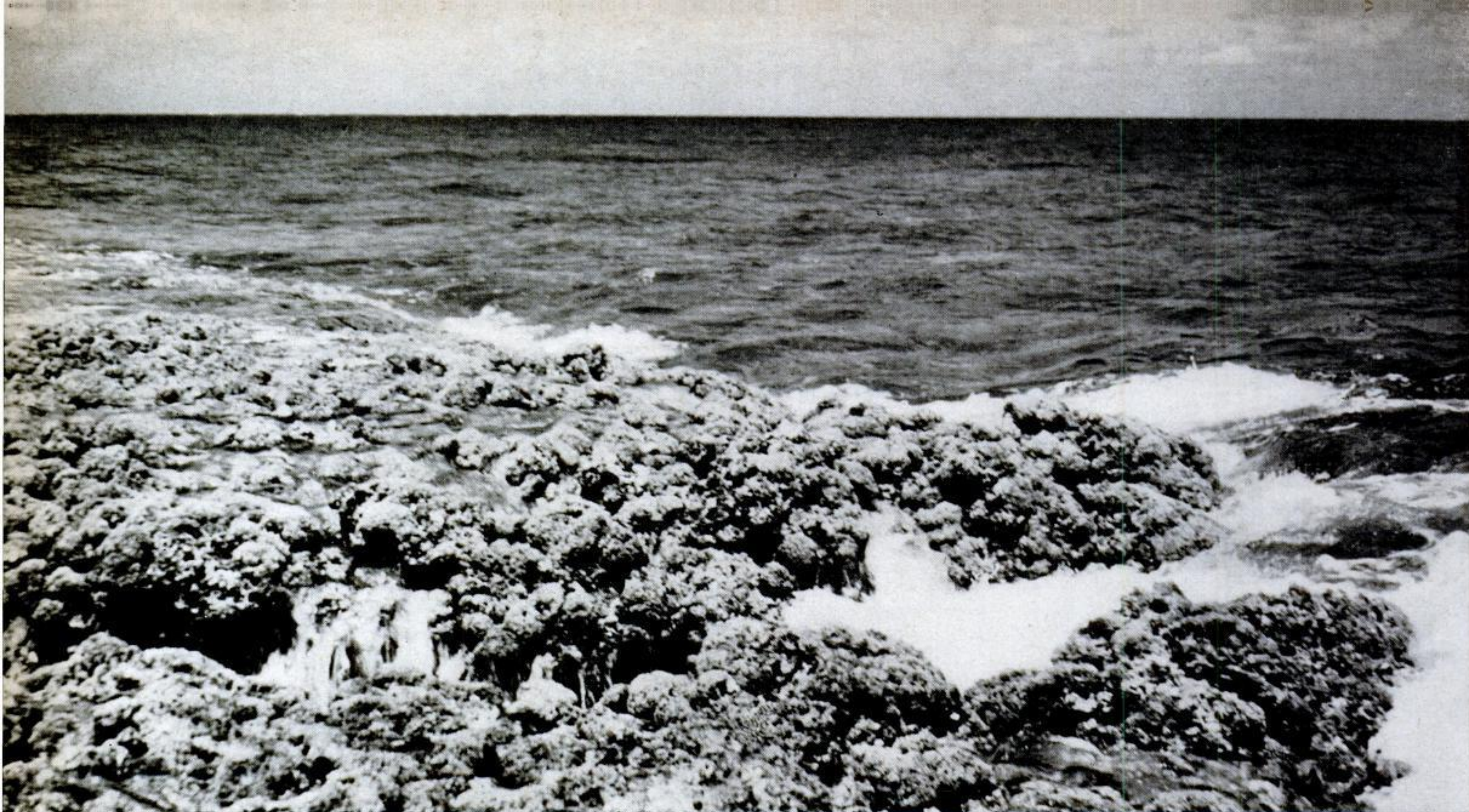


A SOOTY TERN CHICK stands forlornly on the beach, waiting for its parents to return from their daily hunting trip at sea. At this age the young tern wears speckled brown and white plumage. The adult has black on its back, white on its belly.



seems to be up all night, mating, fighting, scooping shallow nests in the sand or caring for its vociferous young. What little rest it gets probably consists of brief naps while perched on flotsam or strips of sand. Terns are monogamous, each male

having but a single mate which during the breeding season lays but a single egg. However, so numerous are the eggs of the assembled sooty terns that the beaches of Michaelmas Cay are virtually covered with their white gleaming shells.



A CORAL RIDGE edges the outer rampart at Bikini atoll where the reef disappears beneath the white surf and falls away into the depths. The seaward margin is coated with encrustations of purplish algae that protect the coral from the

waves. Its edge (*right*) is deeply grooved with surge channels, formed by irregular growth of the coral and sculptured by wave-erosion. Underwater the reef shelves into terraces, then drops steeply and finally slopes to the deep floor.

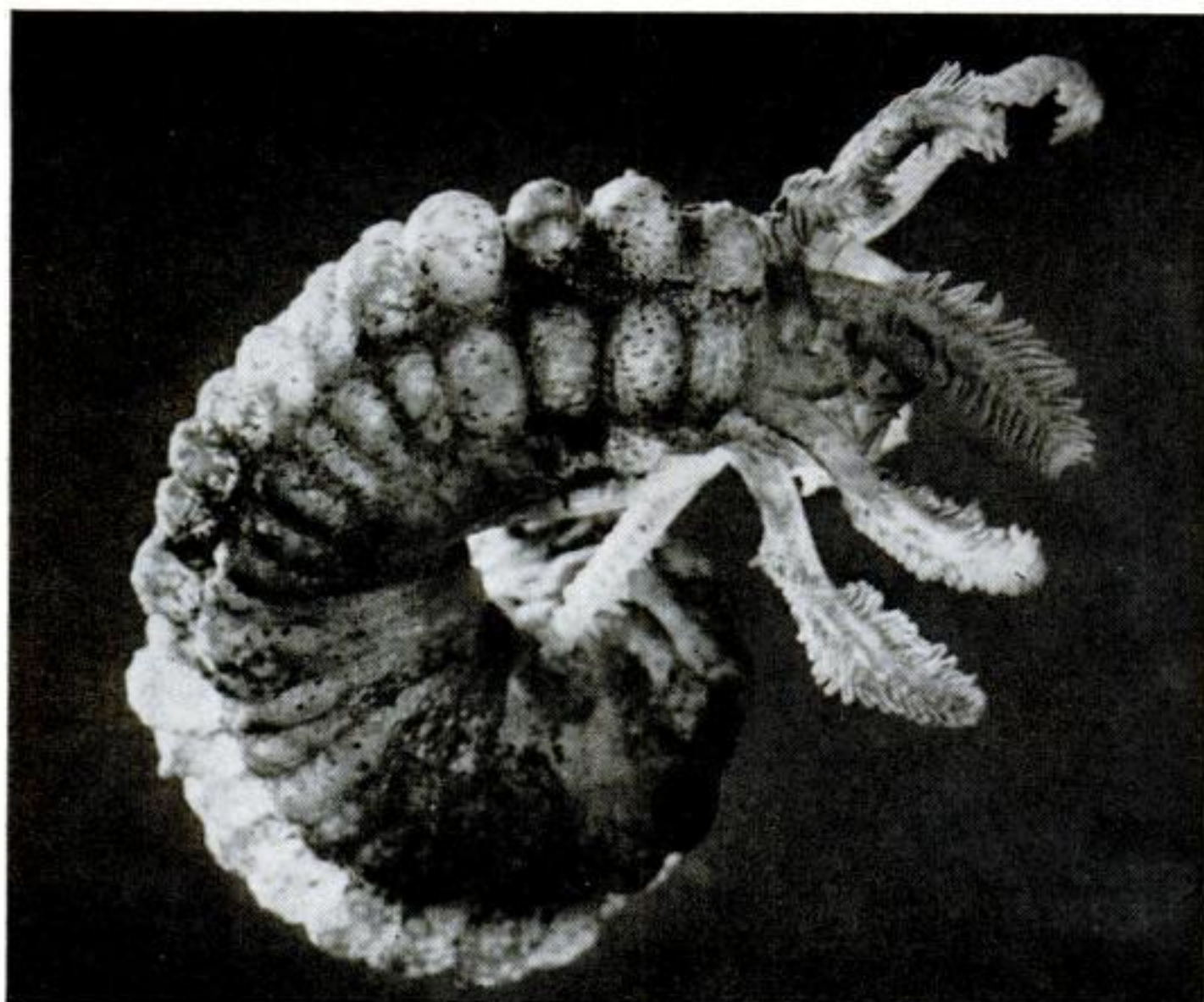
THE TEEMING UNDERWATER WORLD OF REEFS

THE preceding pages have described the structure, vegetation and animal populations of Australia's Great Barrier Reef. Beneath the surface of the water there lies another, far stranger, more exciting domain, and it is in this submarine realm that all the coral reefs of the world become as one. For although the Great Barrier Reef is the largest and most splendid of all the world's coral structures, its great size and unusual situation render it unique rather than typical. The other reefs of the sea are not only smaller but scattered, associated more with islands and the open sea. They rarely appear along the western coasts of continents, possibly because wind systems and currents combine there to produce upwellings of deep, cold water.

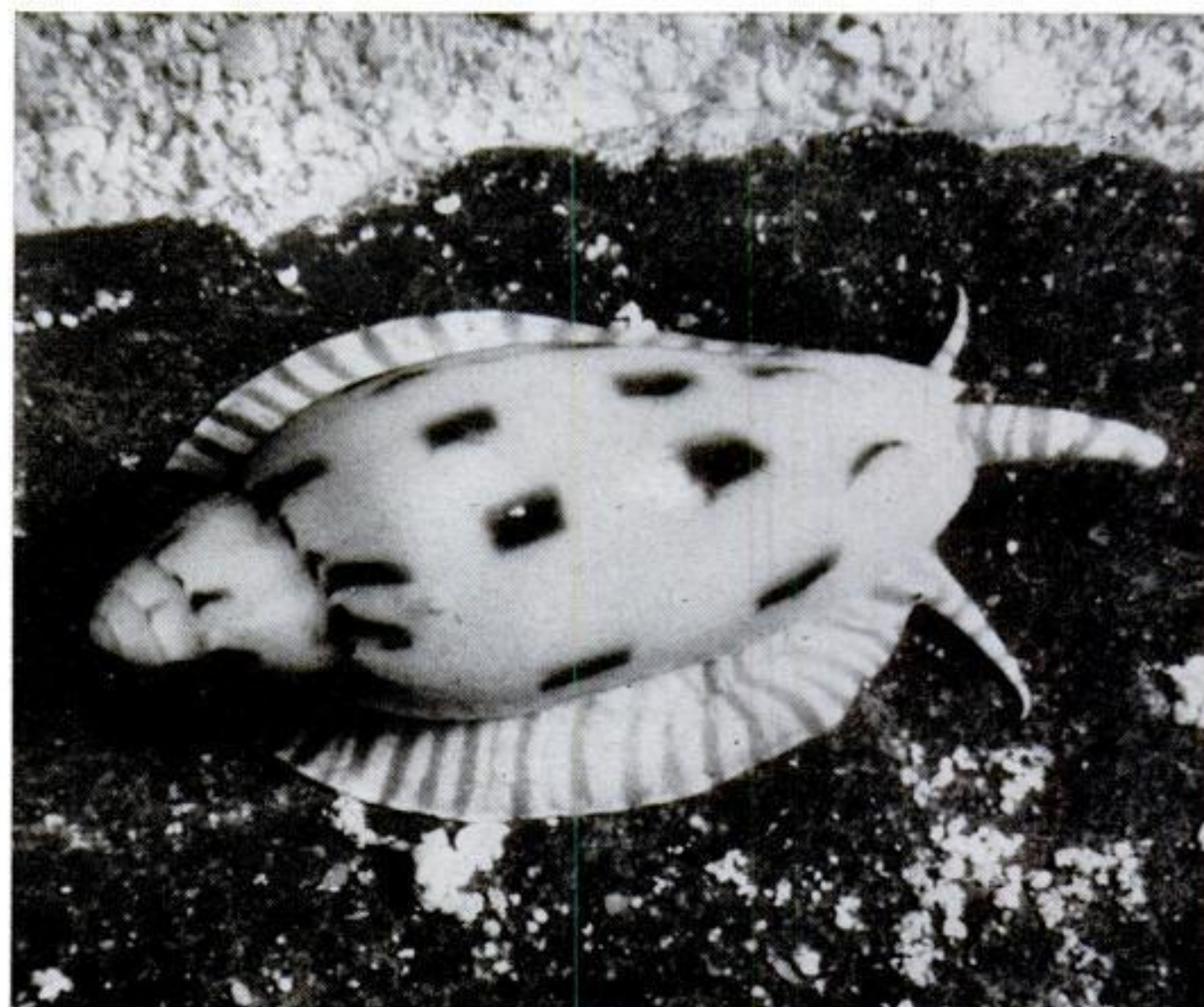
Wherever in the world they exist, however, all coral reefs reveal

certain basic structures in common. And whatever type they may represent—atolls, barrier reefs or fringing reefs—their tide-exposed flats resemble crumbly fields of multicolored stones, mirrored in small pools in which many forms of vertebrate and invertebrate life abound. At the seaward edges of the flats broad algal ridges stand above the water (*above*), wrought by the pink algae that cover the underlying coral with a veneerlike glaze. Serrating the ridges of many reefs are innumerable surge channels through which the waves course and drain. At the outer edges of the ridges the coral cliffs drop away in slopes sometimes steeper than those found in most mountains of the land. It is at the dizzying brink of these enormous ramparts that the fantastic blue underwater realm of the reef begins (*opposite page*).

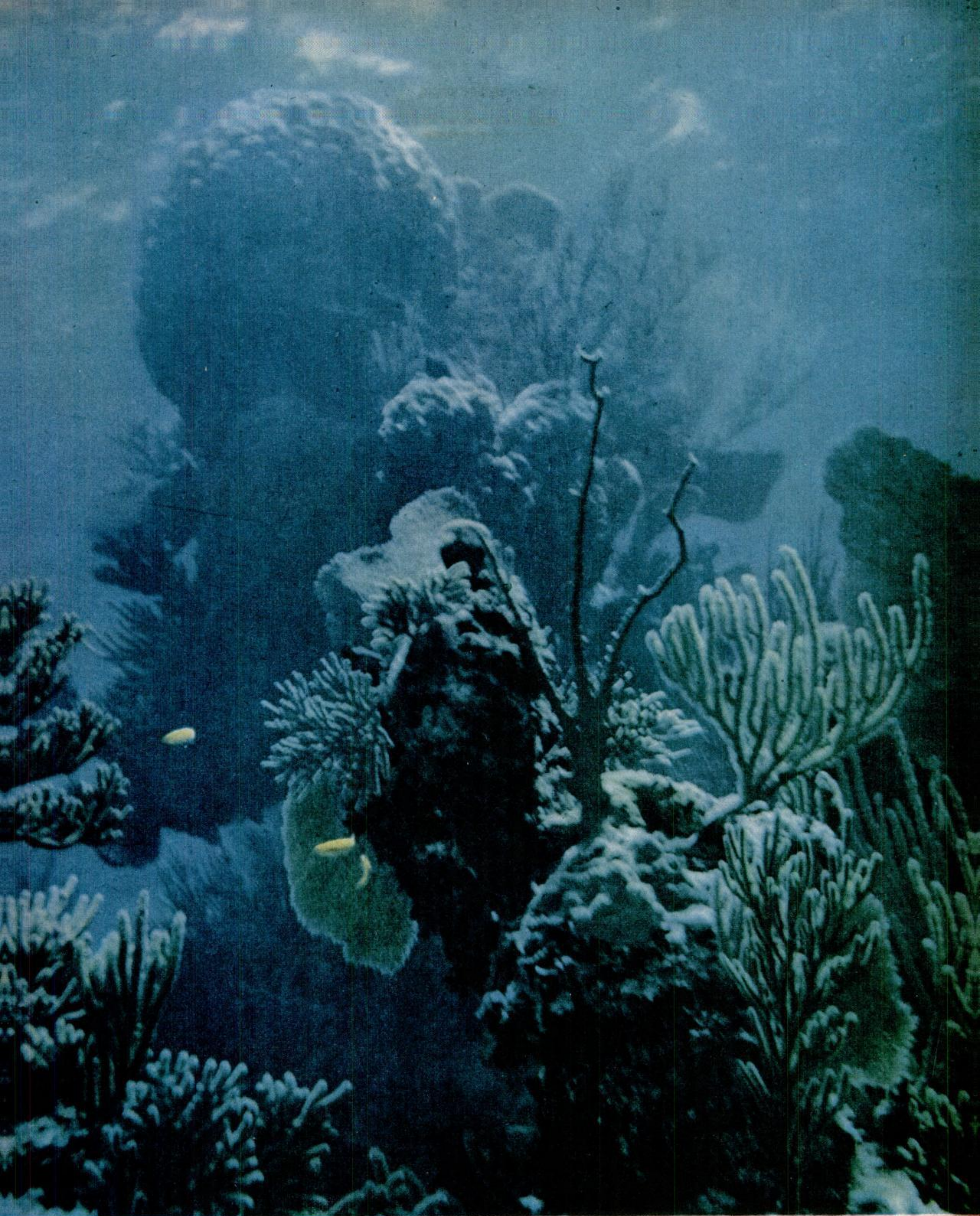
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AN ANCHOR WORM uncoils in the shallows of a coral flat. Amazingly contractile, anchor worms can curl themselves up into small blobs or stretch into slender tubes several feet long. They dwell among rotting coral and empty shells.



A MARINE SNAIL glides along the bottom of a tidal pool. It propels itself by means of a broad, muscular foot and takes in water through its trunklike siphon. To eat it scrapes up food with a rasplike tongue at the tip of a proboscis.



THE SUBMARINE FORESTS of a coral reef luxuriate in clear blue light that filters down from the surface layers. Here, 25 feet down in Bahamian waters, coral trees and coral shrubs, coral spires and coral boulders loom on every side,

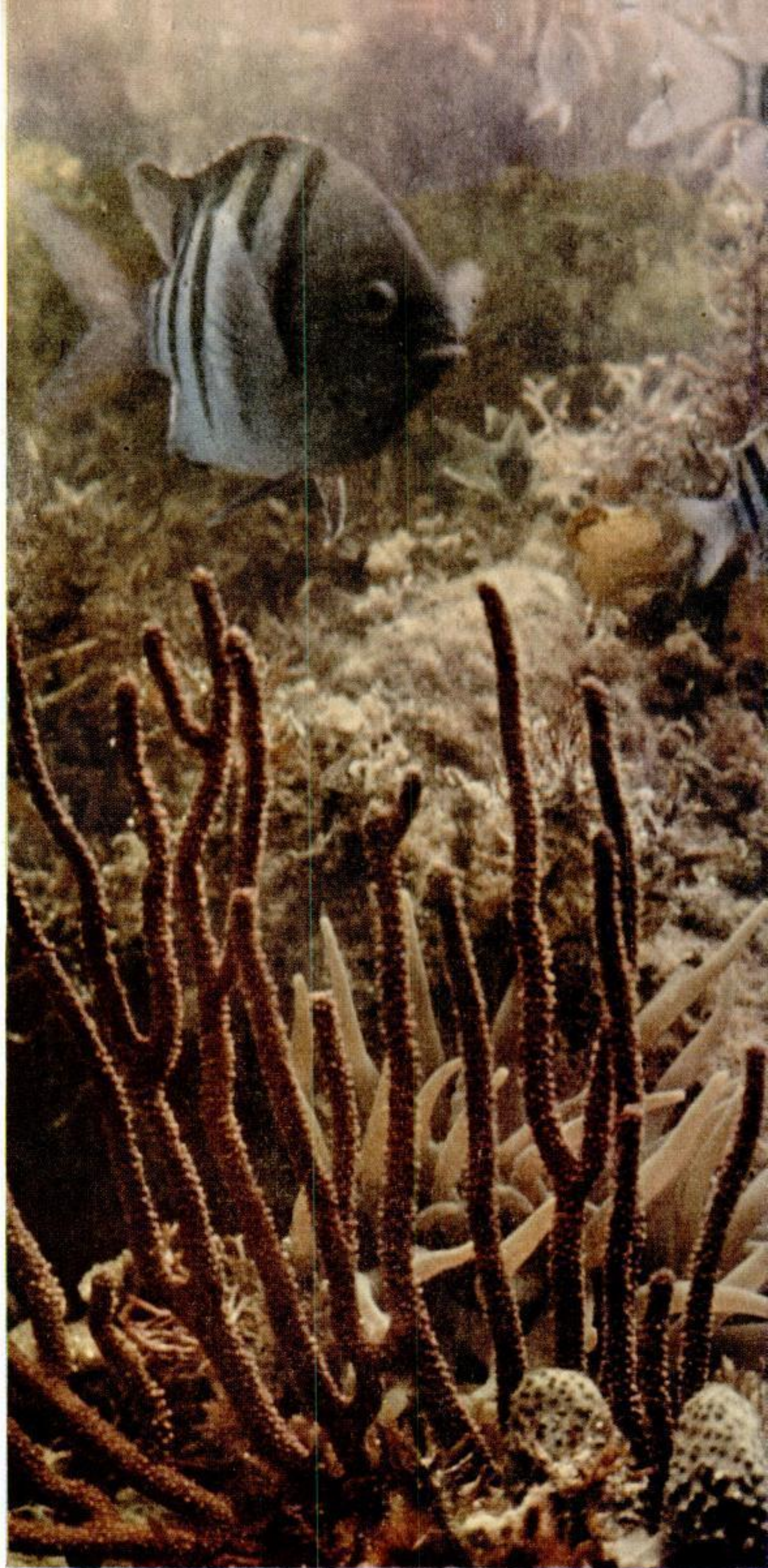
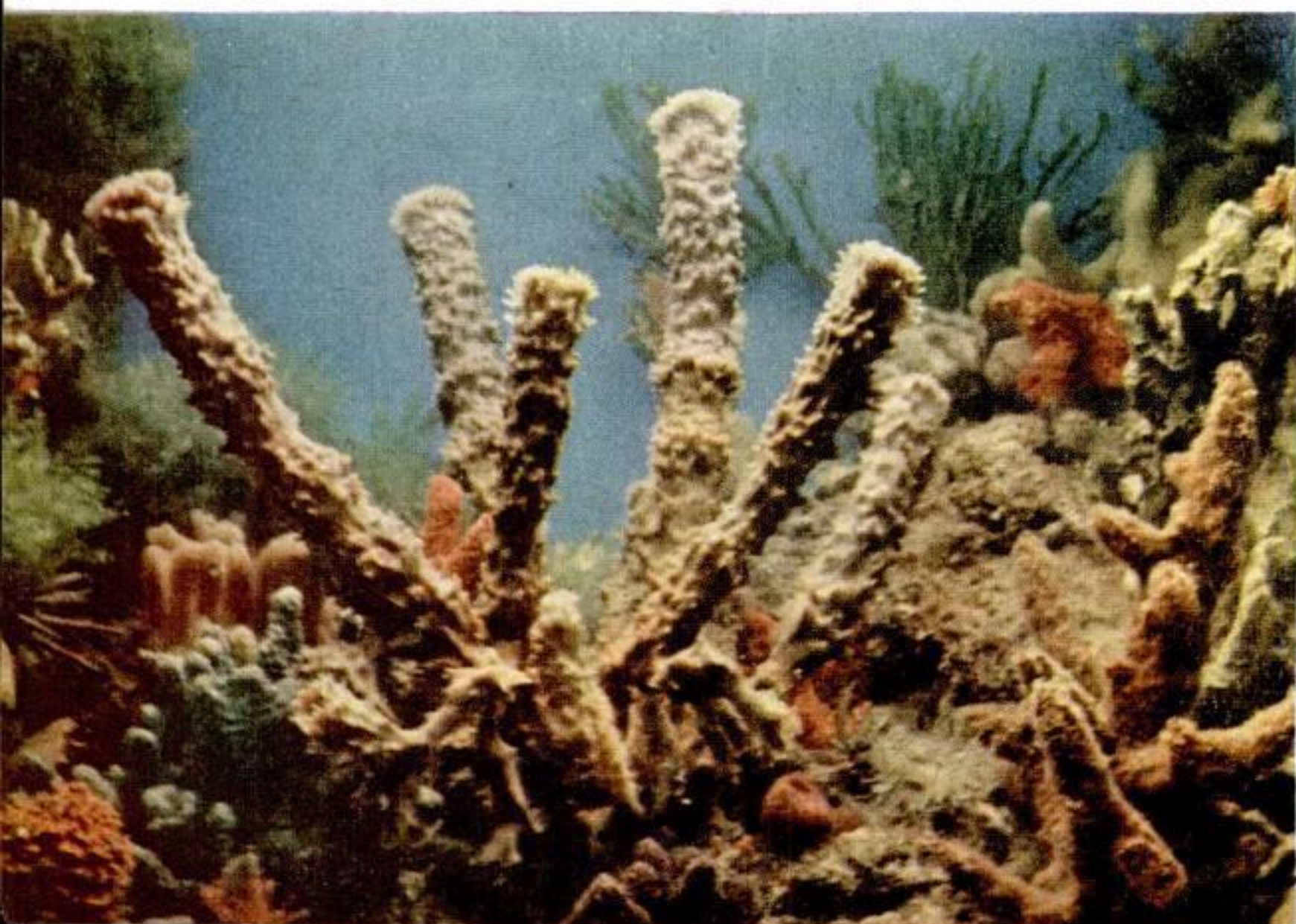
and every type abounds: delicate, stone-hard staghorn corals branched like candelabra (*right center*), flexible sea whips and seafans (*center*), round, corrugated brain corals (*upper left*), and encrusting cabbagelike Porites (*center foreground*).



KING CORAL, an Alcyonarian form, spreads its delicate branches above a school of butterfly fish in shoal waters of New Caledonia. The red coral of the jewel trade is a deep-water Mediterranean variety distantly related to this species.



STAGHORNS strain upward toward the surface off Nassau. At their base (left to right) are sea whips, an Alcyonarian type of coral; a trumpet fish, swimming vertically; and a sea fan. Below are chimney sponges of Harrington Sound, Bermuda.

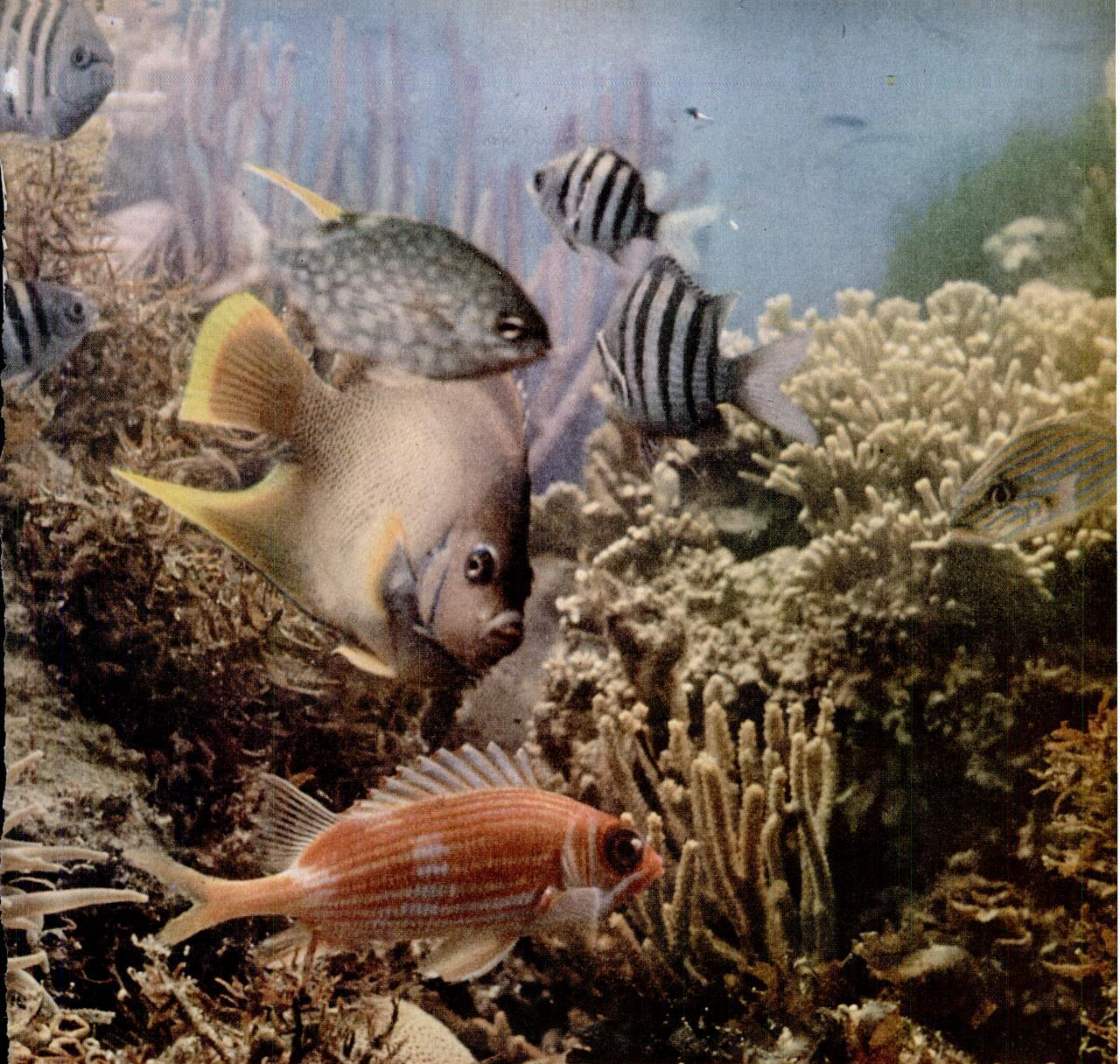


IN A CORAL GLADE refulgent Bermudian reef fish poise jewellike above the exotic shrubs and blossoms of the shallow floor. At left a clump of purple sea rods point crooked fingers at the sun, partially screening the waving tentacles of an

ARTISANS OF THE REEF

LIKE riotous gardens congealed capriciously in stone, coral reefs bear many varieties of blooms, charmed frozen flowers of every shape and hue. Exquisite branching trees and shrubs, tapered spires and stems, fans and fronds sprout from the tide-bathed beds and borders of the sunlit flats and cling to the ledges of the seaward cliffs as alpine blossoms cling to the rock gardens of the land, staining the blue waters with their pure and profuse colors.

But in addition to flowerlike forms, many other structures diversify the underwater world of coral. There are corals that look like toadstools and corals that resemble the cortex of a human brain, corals that grow in tiers like apartment houses and hang in folds like draperies, corals that form caves and grottoes, and corals that sprawl in



anemone. In the right foreground a pink squirrel fish—so-called because it chatters like a squirrel—nuzzles a cluster of Alcyonarian corals, while an angel fish hovers overhead. Behind the angel fish is a spotted chub. In the background

a squad of sergeant-majors deploy in loose formation. At the extreme right is a blue-striped grunt, which gets its name because it grunts. Contrary to popular belief, many fish and invertebrates make noises; the sea is not a silent place.

strange, convoluted masses, lobed and puckered like fungus growths.

Only an expert can identify the hundreds of different species that abide in reefs, for their aspect often varies with circumstance. But in general the dominant reef-building corals, which usually have six smooth tentacles (or multiples of six), separate into two main categories: the delicate branching forms represented by the staghorn corals; and the solid, unbranched sturdier types such as the meandrine or yellow-green "brain" corals, the gray or bluish *Goniopora* and the yellow-brown *Porites*. Among these the fragile staghorn corals are incomparably the most beautiful. The tougher brain corals and *Goniopora* are usually round and boulderlike; *Porites* often assume the shape of domes or basins. Less important, but nevertheless common on most coral reefs are: the mushroom coral, a solitary polyp about the size of a dinner plate; Millepore corals, which form yellow bladelike encrustations on the surface of reefs; soft Alcyonarian

corals which have eight fringed tentacles and with a few exceptions do not armor themselves in limy skeletons; and the so-called horny Alcyonarian corals which include the types commonly known as sea whips, sea rods and sea fans.

Among the permanent inhabitants of a coral reef are certain other fixed or sessile creatures such as burrowing mollusks, bryozoans (minute colonial sacklike animals with tentacles, superficially resembling corals in the shrublike form they assume), tunicates and sponges (*below, left*). Yet these are essentially tenants, not proprietors. The corals alone are the hosts, for they are the craftsmen that actually create the crenellated castles of the sea and embellish them with magic palettes. It is one of the deep paradoxes of nature that creatures so small and all but insensate, so lowly in the evolutionary scale, could be such supreme artists and sculptors, jewelers whose "Rich and various gems inlay The unadorned bosom of the Deep."

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PEACOCK WORMS, a variety of tubeworm, extend their gills to breathe. Their bodies are housed in limy or parchmentlike tubes which they build and anchor to coral or sand; only their heads protrude. Their gills both fulfill a respiratory

function and serve to convey food particles down to their clawlike feelers and mouth by rippling movements of the fine hairs or "feathers" edging each gill. When alarmed they close their gills like parasols and retract into their tubes.



A POTPOURRI OF REEF LIFE gleams amid the warm, clear waters of Bermuda. Though flowerlike in appearance, all the objects shown here are animals save for the green rockweed at top. The redbear sponge (*upper left*), the speckled sea

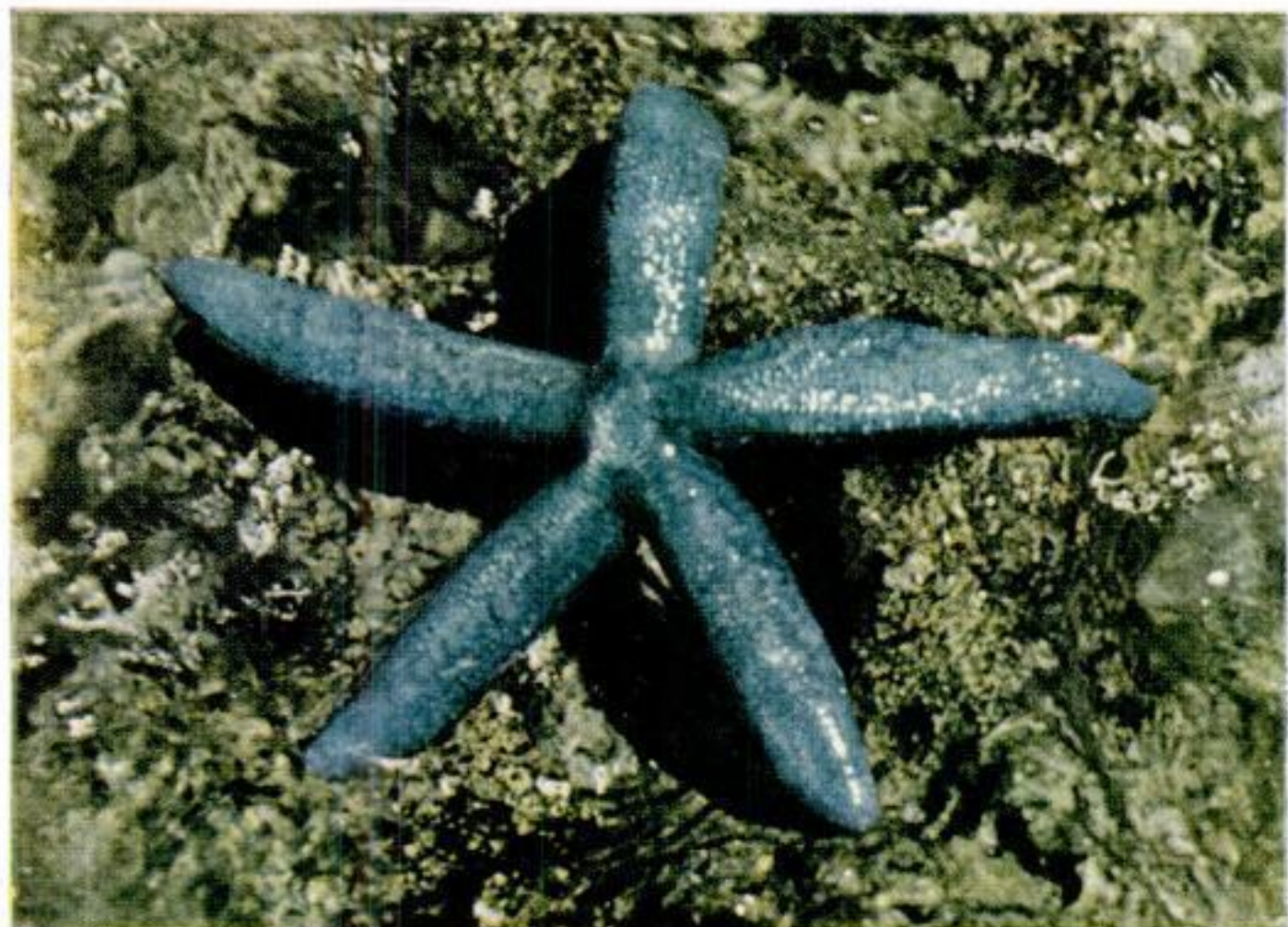
pork (*center*) and the pale green corals (*left*) are sedentary creatures. But around them a number of wandering reef visitors slowly crawl: a pair of scarlet starfish, two pink anemones (*right*) and a slate-grey spiny sea urchin (*lower right corner*).

THE INVERTEBRATE VISITORS

OF all the enclaves of life in the sea, none is more populous per cubic foot, none more prolific, than the waters of a coral reef. Here nature creates with an exuberance manifested in no other precinct of the living world. And here, in particular, among the bright stone cities of the corals, the humble orders of invertebrates have come into their own, flourishing in these benign waters and producing giants of their kind—starfish a foot in diameter, anemones two feet across, seven-pound oysters and clams that weigh a quarter of a ton.

It is not only in numbers and dimension, however, that the invertebrates of a coral reef transcend others of their kind, but even more notably in the brilliance of their investiture. Species which elsewhere hide in drab and inconspicuous attire flaunt gorgeous raiment on the coral causeways of the reefs—enamelled, bright-striped cone shells and purple sea slugs with rippling gills. Starfish shine in sapphire and scarlet. The carapaces of tiny shrimps glow with many iridescent hues. Painted lobsters promenade in purple and green, orange and black, with spots on their backs and stripes down their legs. But of all the invertebrate dandies of the coral reef, none perhaps is handsomer, none more elegant than the shy and dainty tubeworm (*opposite page*).

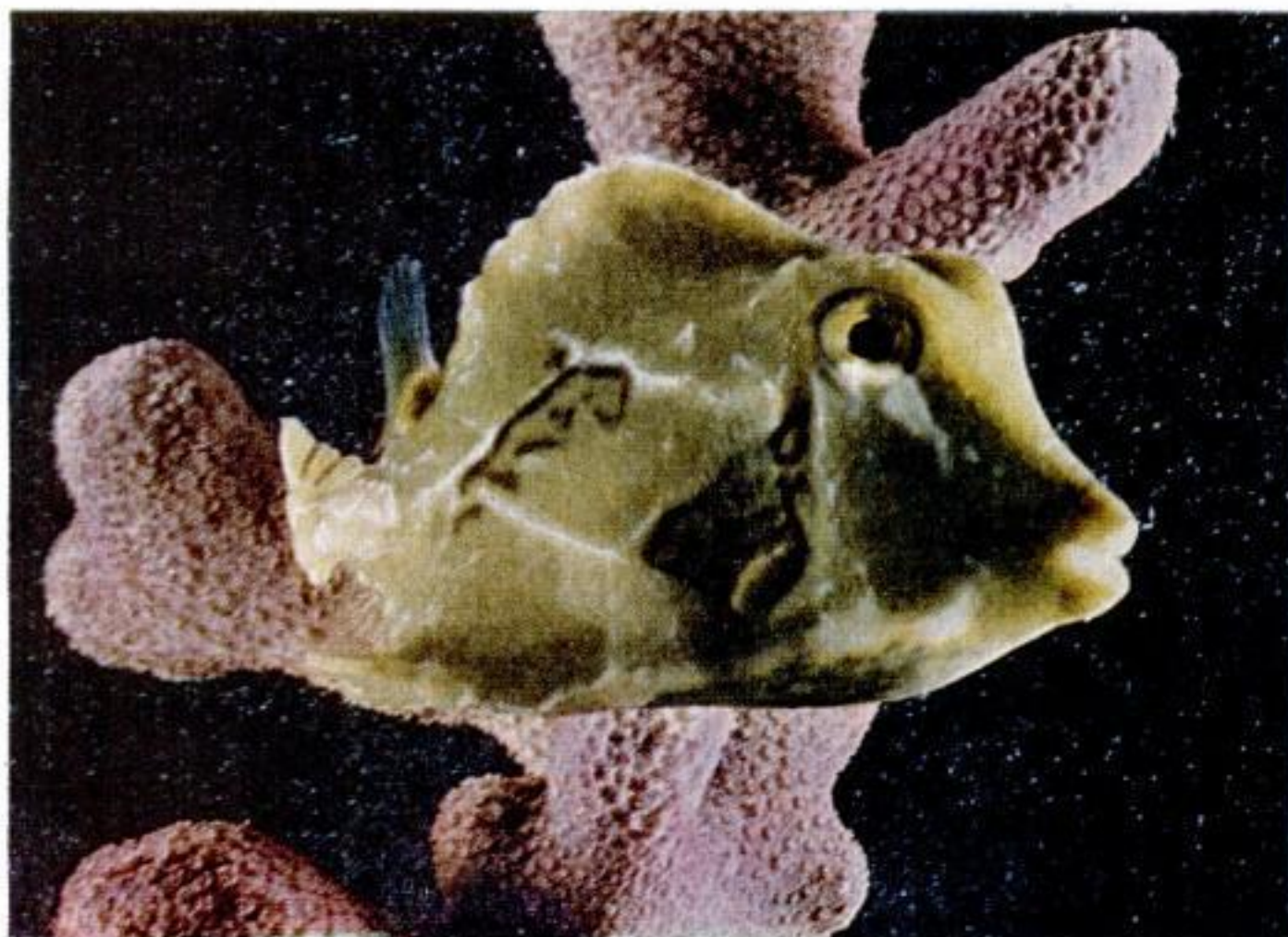
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A GIANT BLUE STARFISH basks on a coral flat. Common to Pacific reefs, the blue starfish ranges from 8 to 12 inches across. In feeding, a starfish extrudes its stomach through its mouth, envelops its prey and digests it outside its own body.



A DECORATOR CRAB makes use of a reef growth to camouflage itself—a piece of fire sponge, which it holds on with a pair of turned-up legs. Other decorator crabs grow plants on their backs, pruning them when they become too dense.



A TRUNKFISH moves stiffly past a coral tree. Unlike other fish which swim with undulating movements of their bodies, trunkfish have rigid torsos. Lacking flexibility, they propel themselves with rapid movements of their delicate fins and tail.

THE VERTEBRATE VISITORS

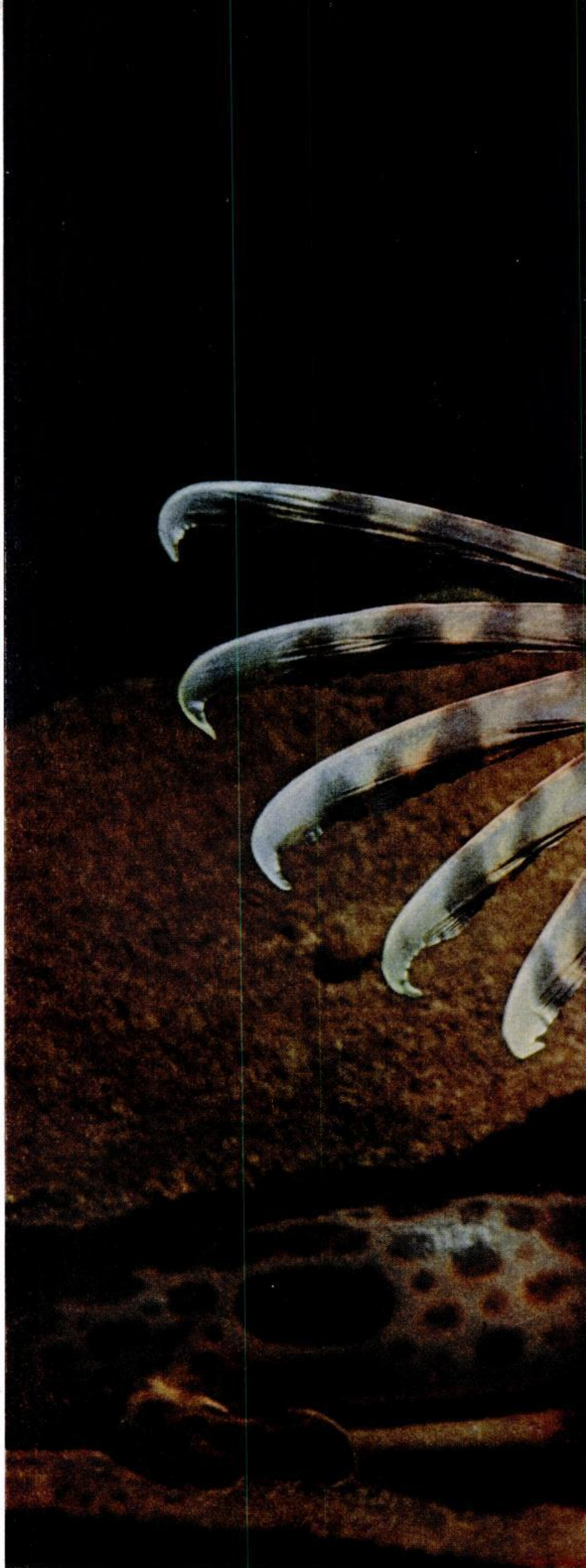
BECAUSE of the profusion of life with which they abound, coral reefs have been called "oases in an aquatic desert." Around them stretch the sparse waters of the open ocean. But the lagoons and shallows, tidal pools and grottoes of a reef swarm not only with invertebrate life but with myriads of darting fish more varied than any in the sea. While in actual tonnage the reef populations are exceeded by those of the continental shelves, the warm tropic waters that embrace them engender a multiplicity of rare and exotic species.

Since the clear reef waters contain little plankton, however, they do not sustain the vast hordes of big edible fish that thrive in colder, nutrient-rich areas of the sea. The four main fish families of the reefs—butterflies, damsels, surgeons and wrasse—are able to subsist as vegetarians when living prey grows scarce. Another sizable family—the parrot fish—actually crunch and swallow coral rock in quest of the algal growths on which they subsist. One species of filefish grazes on the coral polyps. Other fish eat crustaceans and mollusks. Save for the ever-present predators—groupers, amberjacks and barracudas—most reef fish tend to be small and delicate. But like the invertebrates with which they share the coral world they are splendidly arrayed.

CONTINUED ON NEXT PAGE



A GREEN PARROT FISH is unique among reef dwellers in that it is able to eat and digest the hard encrustations of coral algae. For this purpose it is equipped with a horny beak and four molars, set deep in its throat, that act as a grinding mill.



A LION FISH, most rococo of reef dwellers, flutters lazily past a coral rock like some winged migrant from the flower gardens of the dry land. While other fish wear brighter colors, none is bedizened with such a frippery of frills and furbelows,



as the lion fish with its fanlike, feathered, fringed dorsal and pectoral fins and dappled tail. For all its garish splendor, the lion fish is among the most dangerous of the coral reef's inhabitants. It is a cousin of the poisonous Pacific

stonefish, deadliest of all marine creatures. Though its venom is less lethal, the lion fish can nevertheless inflict a painful wound on any creature that comes in contact with the sharp, virulent, erectile spines that ridge its handsome back.



A CONCHFISH seeks security behind the shell of one of the numerous large conch mollusks that thrive on coral reefs. Among the most timorous of reef fish, it has pinkish, iridescent scales that blend perfectly with the inner lip of the conch.



A FROG FISH, camouflaged as an algae-covered coral rock, lies in wait for prey. From its head dangles a movable rod tipped with a fleshy tassel or lure. When smaller fish approach to investigate they vanish in the angler's cavernous jaws.

FISH: FROG, CONCH AND SARGASSUM

FROM the standpoint of marine biology, a coral reef exists as a distinct domain of life, unique in its environment and populations, and differentiated from such other realms as the pelagic and benthic regions of the sea. Yet like all great divisions of the natural world, a coral reef too has its multifarious subdivisions, its small subsidiary provinces of sand and coral rock, deep and shallow water, each with its own habitual and proprietary incumbents.

Thus there are reef fish that choose to live in the lagoons and reef fish that prefer the open waters beyond the seaward walls. The silver-side Atherion plays in the surf zone of the surge channels. The dwarf sea bass *Pseudochromis* lurks in the algae-covered edges of the coral cliffs. Blennies, gobies and snake eels haunt the coral flats, burrowing into loose sand and gravel and hiding there when the tide is out.

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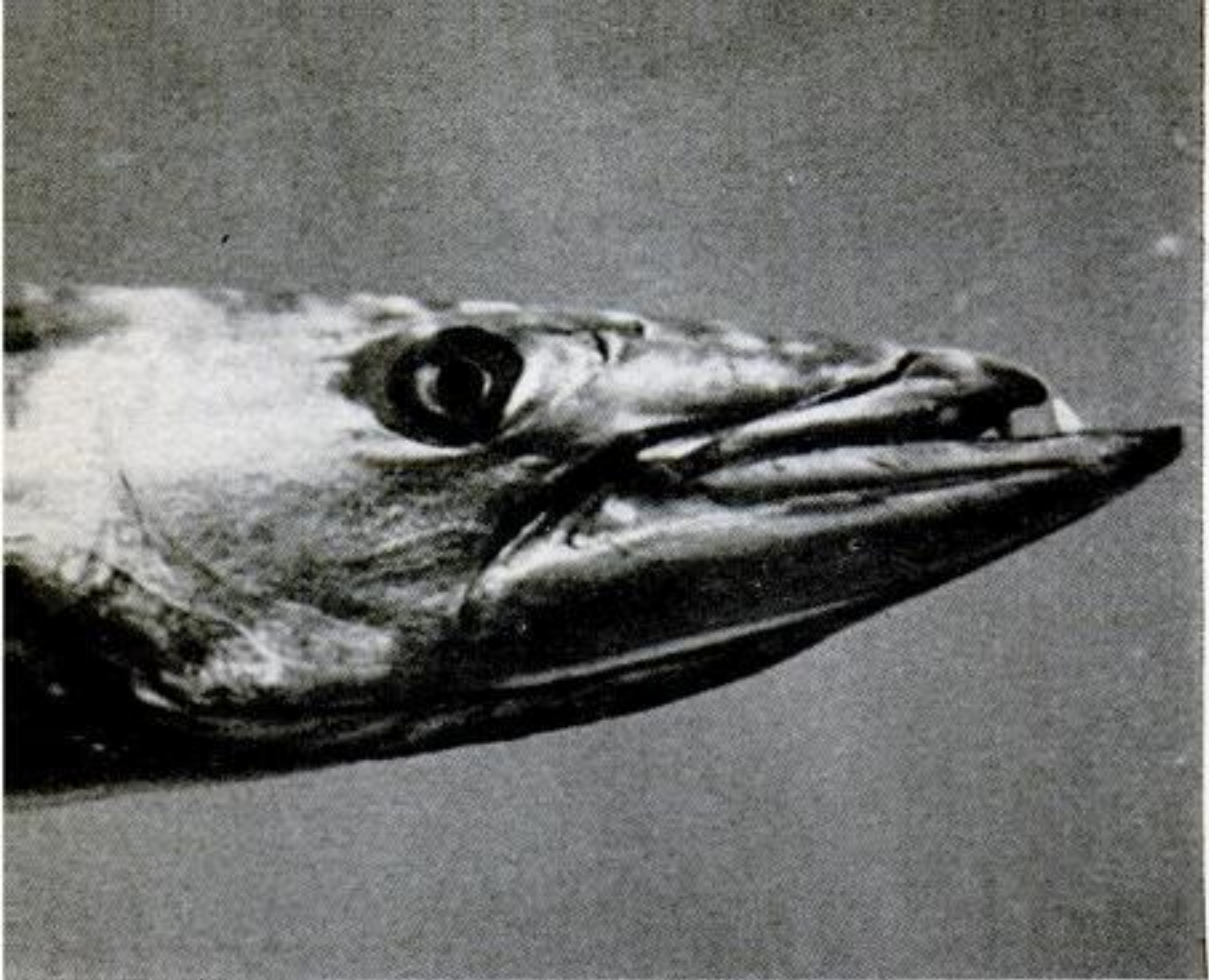
THE SARGASSUM FISH, one of the most voracious carnivores in the sea, is virtually indistinguishable from the floating seaweeds that drift in the Sargasso Sea and the reef waters of the Caribbean. From nose to tail it is embroidered and

upholstered with golden-brown tassels, knobs and striated ribbons that simulate the foliage and flotation bladders of the Sargassum weeds to which it clings with handlike fins and among whose tangled stalks it hunts its living prey.



A SCORPION FISH sprawls motionless on the bottom, resting on its winglike fins, waiting for one of the little sardines above it to blunder within range of its cavernous mouth. Its body is embossed and brocaded with a filigree of fleshy

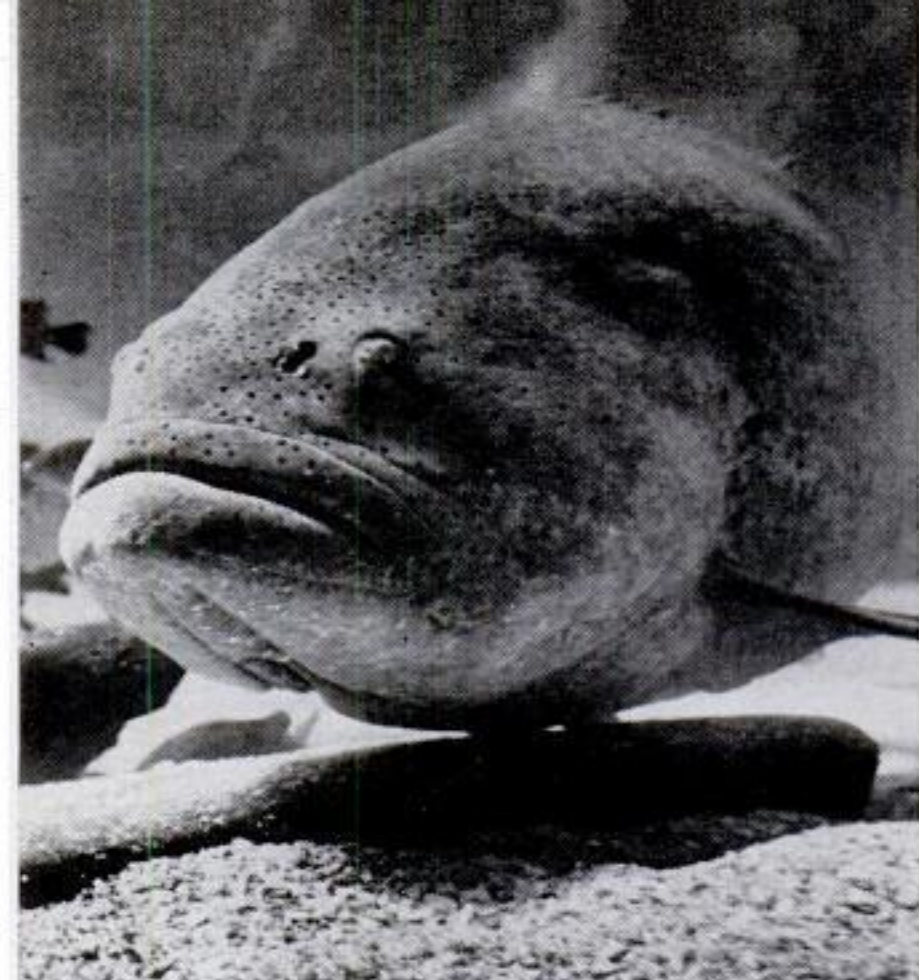
protuberances that serve to camouflage it as a seaweed-bearded coral stone. But these dangling pendants, tufts and tatting serve a double purpose, for they are also sensory organs that notify the scorpion fish of the approach of prey or enemies.



BARRACUDA is capable of attacking anything that moves in the water. Ranging up to eight feet in length, it is swifter and craftier than any shark.



STING RAY carries on its tail a venomous spike capable of causing paralysis or death. It uses this lethal weapon only to defend itself when attacked.



GROUPE is dangerous only because of its size and carnivorous appetite. Some species attain a weight of 600 pounds and could engulf a boy in one bite.

CORAL REEF CONTINUED

The specialization of reef fish for particular habitats attains its apogee with those that exist in close relationships with other creatures, as, for example, the urchin fish which lives among the spines of the sea urchin (*p. 81*), the damsel fish which hides among the tentacles of the sea anemone, and the tiny pearl fish, *Carapus*, which actually makes its home inside the body cavities of sea cucumbers.

Many reef fish have evolved unique physical features in adapting to their chosen ways of life. Thus a species of mullet which feeds in shoal waters has developed fleshy, fringed lips which serve to keep sand out of its mouth. The needlefish and certain other fish which hunt near the surface of the water have ridges over their eyes to shade them from the glaring tropic sun. The flounders, which lie on their sides on sandy bottoms, are perfectly designed for their individual habitats; the mouth is situated on one side and, even more remarkable, one eye migrates in early life from the downward side to join the other on the upward side.

In the diversified and multicolored world of the coral reef the art of camouflage is more highly developed than in any other domain of nature. Scorpion, Sargassum and frog fishes (*preceding pages*) blend perfectly with their baroque surroundings. Hogfish and groupers change color as they glide past variegated backgrounds. Butterfly fish wear eye-shaped patterns on their tails, possibly to confuse their attackers.

Some reef creatures are further equipped with poison and various kinds of implements with which to inject it into their foes. Among these are certain sea urchins and reef starfish, the sting ray (*above, center*) and the scorpion and lion fish whose poisonous spines cause temporary paralysis. Deadliest of all reef creatures, however, is the

stonefish. Upon its slimy, warty back stand 13 erectile spines, each needle-sharp and fed by two venom glands containing a nerve poison for which there is no known antidote.

These virulent fish present the principal perils of coral reefs to man. Yet all are passive. The only other dangerous reef creatures are the active predators that steal in from the open waters to hunt

amid the populous communities of the coral world—the shark, the barracuda and an occasional giant grouper—familiar villains of the sea. Ichthyologists and other explorers of reef life do not agree, however, on the degree of aggressiveness of these carnivorous fish. All have been known to attack man and to cause injury or death. Yet some naturalists insist that many such attacks are due to failure of identification—that a diver or swimmer is safe as long as he remains underwater where the fish can see him, and risks attack only when he comes to the surface and splashes about like a school of frightened herring. Most authorities agree that unless stimulated by blood in the water sharks are relatively cautious; a swimmer can scare them away by advancing toward them and making a noise. Barracudas, however, are utterly savage and without fear. They attack with bulletlike velocity. Their monstrous

mouths and knifelike teeth can slash an arm or leg to the bone. They are generally the fiercest and most fearsome pirates of the sea.

For the sea contains, insofar as modern man has been able to ascertain, no horned serpents or monsters of ancient myth. Apart from these hungrily predacious hunters and certain poisonous but completely unaggressive creatures the underwater cosmos of the coral reef contains few hazards. Year by year, as naturalists and amateur divers explore its skeleton stone cities, new wonders, new beauties are disclosed, evoking ever afresh the poet's words, "In chambers deep, Where waters sleep, What unknown treasures pave the floor!"

A NOTE OF ACKNOWLEDGMENT

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NEXT: THE DESERT

Part IX of "The World We Live In" turns from the populous realm of the coral reef to its earthly antithesis, the lonely, sun-scorched reaches of the desert. Twelve pages of color photographs, taken in the American Southwest, define the harsh splendor of the desert's stark countenance, its extreme and violent climate, its rare rainfall and the intricate

adjustment of its native creatures to a nearly waterless existence. Two three-page paintings, done especially for **LIFE** by Artist James Perry Wilson of the American Museum of Natural History, show how desert animals live during the blazing heat of the day, quiet and unseen in shadowy hideaways; and how they stalk their prey in the chill, star-studded night.

see the difference!



smell the difference!

taste the difference!



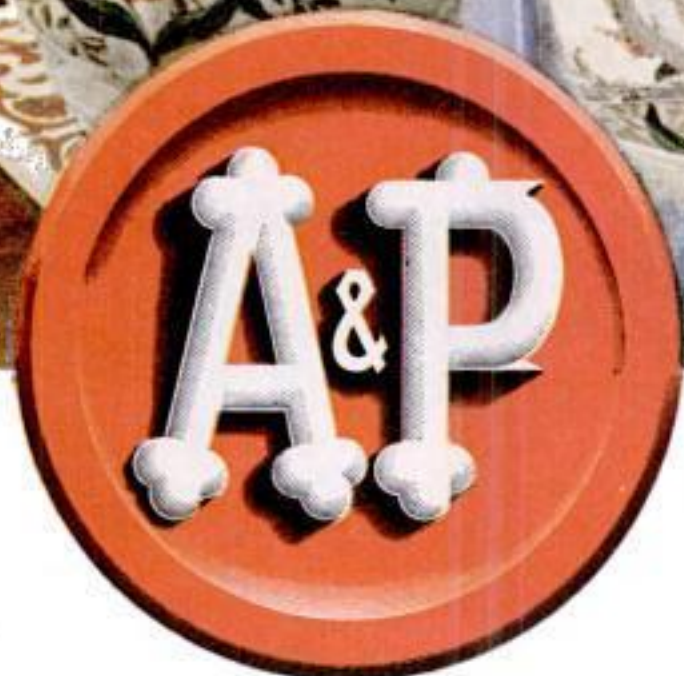
SEE how different bean-fresh Eight O'Clock, Red Circle, and Bokar are from other coffees! See your favorite blend Custom Ground for your coffeemaker . . . you *know* it's fresh! And fresh coffee is *better* coffee!

SMELL the enticing aroma that promises *real* coffee-drinking pleasure . . . a promise which this freshly-roasted coffee fulfills *every time*.

TASTE the difference it makes when you take time to *make coffee* . . . *real* coffee! One taste will tell you . . . *this* is the coffee for you!

EVERY CUP OF CUSTOM GROUND A&P COFFEE COSTS YOU LESS* . . . YET THERE IS NO FINER COFFEE IN ANY PACKAGE AT ANY PRICE.

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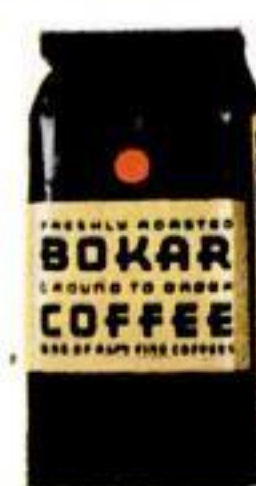
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ONLY REAL COFFEE TASTES LIKE COFFEE!

*Lots of fun...
growing up!*



About the time when the first few teeth appear, your baby will be learning something new and exciting most every day. There's creeping, for instance—and standing alone. Perhaps a couple of real words. An attempt to feed himself, and beginning to drink milk from a cup.

When baby reaches that stage, there's another change due—the fun of having foods that are more “grown up.” Gerber's Junior Foods are made specially to fill the bill . . . for they have a tender, minced texture that tots with a few teeth find easy to manage. They're ever so helpful, from the time baby's learning to chew clear through till he's ready for completely adult table foods. Baby will enjoy the tempting true colors and the attractive true flavors of Gerber's Junior Foods. And he'll enjoy the appetizing choice you can offer him, too—
 with 25 Junior Vegetables, Soups, Fruits, Desserts . . . even Meats, made from selected Armour cuts.



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Spinach • Carrots	:	Peaches • Pears
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Liver & Bacon	:	Prunes • Custard Pudding
Vegetables & Liver	:	Pineapple Pudding
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Gerber's Junior Foods, like Gerber's Baby Cereals and Strained Foods, are made from carefully chosen ingredients . . . processed for high retention of wholesome food values . . . by specialists who make baby foods and nothing else.

Babies are our business...our only business!



Gerber's
BABY FOODS

4 CEREALS • 60 STRAINED & JUNIOR FOODS,
INCLUDING MEATS





CLUTCHING POLES TOO LONG, JAPAN'S CHIHARU IGAYA, AT 4, MAKES CRUDE TELEMARK. IT WAS SO WARM HE COULD TAKE OFF HIS CLOTHES FOR A SHORT WHILE

THE MAKING OF A SKI CHAMPION

A Japanese boy starts early and grows up to be best slalom racer in U.S.

Chiharu Igaya began to ski at the impressionable age of 3 in Japan's Kurile Islands. His father, an ardent but impoverished skier, strapped him into a pair of skis and started him down a slope. Not having the slightest idea how to stop, Chiharu began to cry. Then he fell down. A year later, when the revealing photograph above was snapped, he had progressed sufficiently to make snowplows and rudimentary controlled turns and even to run among trees without mishap. At 10, too young to compete officially but serving as a forerunner before the race, he slithered down a slalom course six seconds faster than the winner, who was the Japanese ski champion. Today at 22, Igaya is a freshman at Dartmouth, the U.S. slalom champion and the first Japanese skier to gain world recognition.

His dogged rise to the top is documented on this and following pages by family album pictures taken by his father. Because school interfered with skiing, Chiharu often skipped the winter terms. "In Japan we have proverb," he explains. "Man who chase two rabbits catch none." An American ski enthusiast became Igaya's patron, sent him to the 1952 Olympics (where he finished 11th in the slalom) and is now putting him through Dartmouth. So far this year Igaya, who has been nicknamed Chick, has been studying so hard to overcome the language barrier that he has had little time for skiing. But two weeks ago, with almost no training, he entered a slalom race at Stowe, Vt. and, dodging in and out seemingly without effort and without checking speed, won like a champion.

"I drink all the coffee I want..."

My husband and I are very fond of coffee but it was making us lose sleep. But did we give up coffee? Not at all! We just gave up drinking caffeine. We changed to Sanka Coffee. That was a wonderful idea! Now...



I get all the sleep I need!

And so does my husband! You see, Sanka Coffee is all coffee, real coffee, but it's also 97% caffeine-free. We sleep like tops. And I'm a lot less irritable, too. Why don't you try Sanka Coffee? You'll probably like it better than the coffee you're drinking now."



**DON'T STOP DRINKING
COFFEE... JUST STOP
DRINKING CAFFEIN!**



Have you these symptoms? Nerves jumpy? Tire quickly? Short of breath? Blood pressure up? Can't sleep? These symptoms may come from the caffeine in coffee. Switch over to Sanka Coffee.

SANKA COFFEE

DELICIOUS IN INSTANT OR REGULAR FORM



Products of General Foods

Ski Champion CONTINUED

FAMILY'S ALBUM SHOWS SKIER'S



1938
A TALENTED JUMPER AT 6, IGAYA PRACTICES ON SLOPES OF MT. AKAGI



1940
HIS KNEES ALMOST TOUCH SKIS AS HE EXECUTES A SUPPLE CHRISTY



1943
WITH EXTREME REVERSE SHOULDER SWING, IGAYA DIVES INTO A TURN



1949
IGAYA'S FAVORITE PICTURE SHOWS HIM DOING A RUADE, OR HEEL FLIP

PROGRESS ON SCHUSS AND TURN



1939

MAKING TRICKY JUMP TURN, IGAYA HANGS IN AIR ABOVE THE SNOW



1941

HE SKIS THROUGH DEEP POWDER WHICH DEMANDS SPEED, GOOD FORM



1946

PRACTICING JUMPS FOR DOWNHILL RUN, HE SAILS LIGHTLY THROUGH AIR



1950

USING STANDARD RACING CROUCH, HE WINS ALL-JAPAN DOWNHILL RACE

CONTINUED ON NEXT PAGE



SWIMMING is grand for "all hands" at hundreds of beaches all the way from coast to colourful coast.



SIGHT-SEEING is superb in picturesque towns and historic cities . . . shopping brings its rich rewards.

This year: **Canada!** VACATIONS UNLIMITED



MOUNTAIN-MAGIC REIGNS IN MAGNIFICENT NATIONAL PARKS...COOL LAKELANDS FURNISH PEACEFUL CAMPSITES

Easy to reach, exciting to roam—you enjoy a uniquely new and *different* holiday on a modest budget in colourful, convenient Canada. No passports, no elaborate travel preparations are needed—just cross the border and take your choice from a truly tremendous variety of great vacation settings. See your travel or transportation agent soon; send the coupon now.



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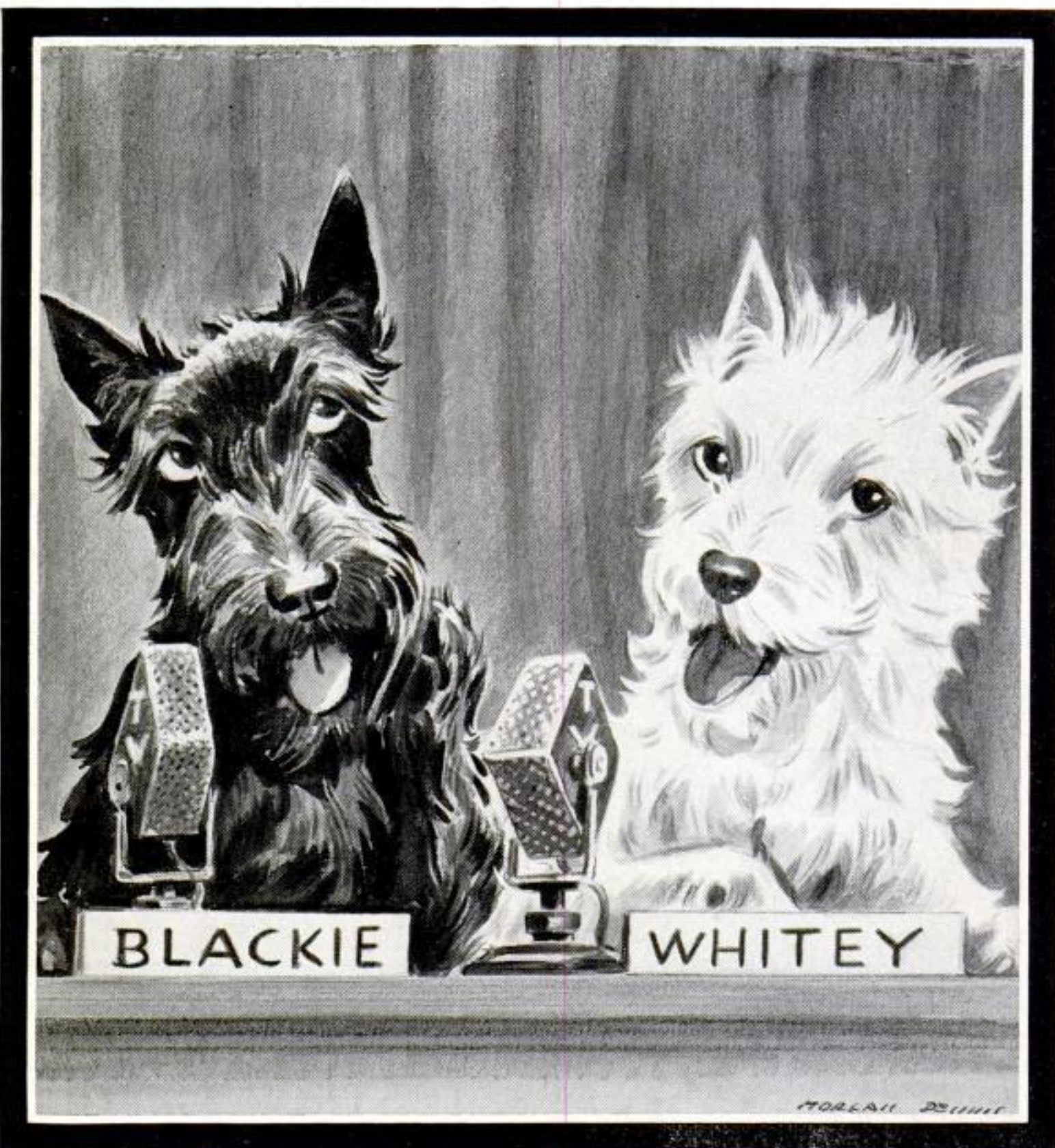
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No question about This



"HOW WOULD YOU
ANSWER THIS ONE,
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"YOU MEAN, WHY IS
BLACK & WHITE
THE WORLD'S FAVORITE
SCOTCH WHISKY, BLACKIE?
THAT'S EASY... ITS
QUALITY AND CHARACTER
NEVER CHANGE."



"BLACK & WHITE"
The Scotch with Character

BLENDED SCOTCH WHISKY 86.8 PROOF

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Ski Champion CONTINUED

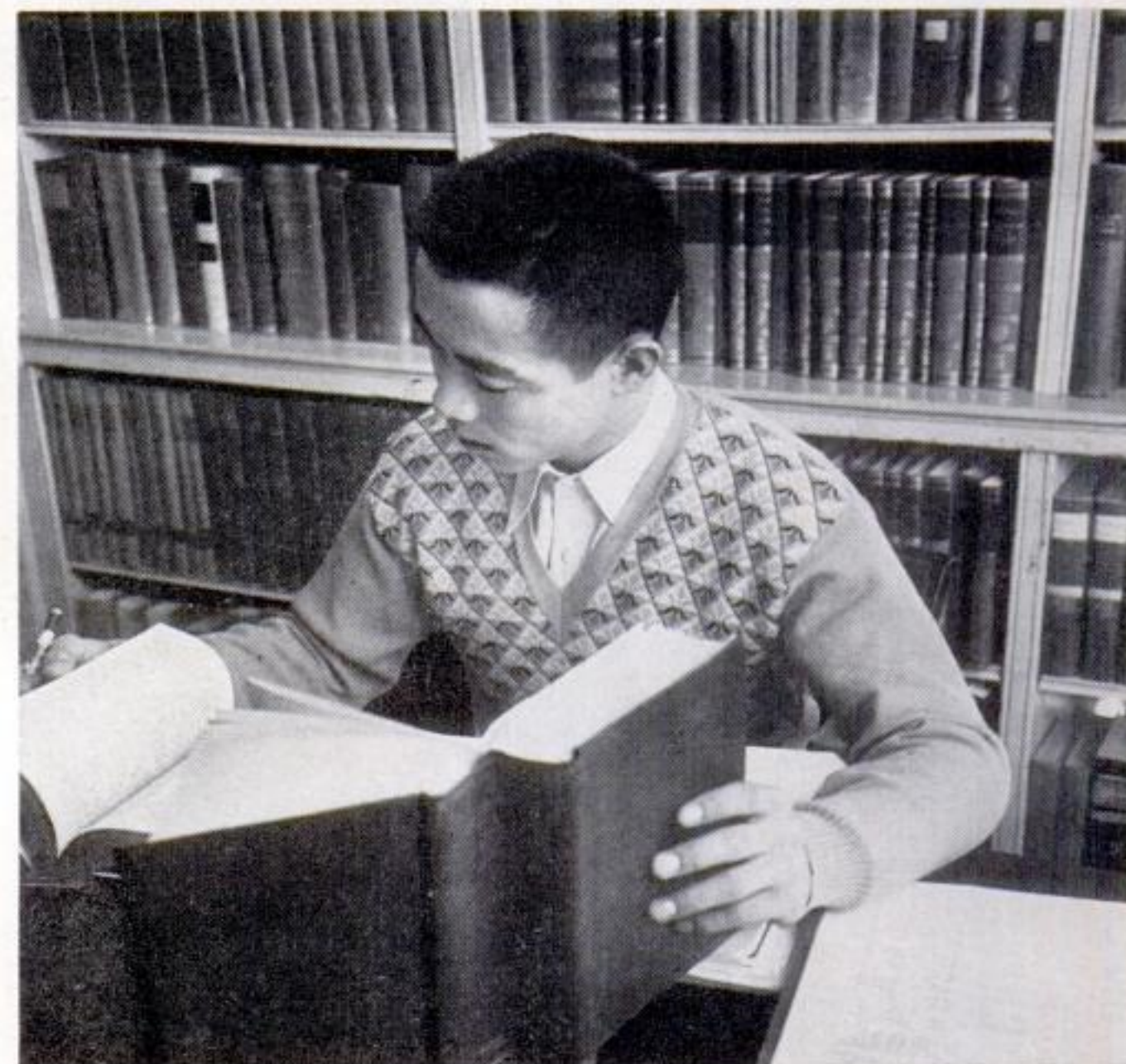
THE YEARS OF LABOR PAY OFF



IN NORWAY during 1952 Olympic slalom race, Igaya leans into turn. Away from homeland for the first time, he was nervous, missed gate, finished 11th.



IN THE U.S. for 1953 slalom championship at Aspen, Colo., Igaya gets set to take a gate. He won easily, hopes to represent Japan in the 1956 Olympics.



AT DARTMOUTH Igaya labors in library surrounded by history books and Japanese-American dictionaries. Studies have kept him off skis most of winter.



20 VIALS OF GLAMOROUS PERFUMES FREE...with Modess

HERE'S WHAT YOU DO to get your "Treasures in Perfume" (2 vials each of 10 world-famous brands). Buy the \$1.49 economy box of New Design Modess . . . with the new whisper-soft fabric cover that cannot chafe. Mail the perforated box opening, with your name and address, to Personal Products Corporation, Box 630, New York 46, New York and you will receive your FREE "Treasures in Perfume." Offer expires February 28, 1954. Send *today*.

THIS OFFER GOOD IN U.S.A. AND TERRITORY OF HAWAII ONLY. IT IS VOID IN ANY STATE OR LOCALITY WHERE PROHIBITED OR OTHERWISE RESTRICTED. PLEASE ALLOW THREE WEEKS FOR DELIVERY, EXCEPT IN HAWAII.



BAKER'S CHOCOLATE SHADOW CAKE puts all others in the shade!

Use the recipe for Devil's Food Cake on the Baker's Chocolate Package, and frost with your favorite fluffy white frosting. For shadows, melt 2 squares Baker's Unsweetened Chocolate and 2 teaspoons butter over hot water; blend. Cool slightly; pour from spoon over cake, letting it run down sides. Cool until shadows are firm.

FEBRUARY 2

BAKER'S Chocolate Chips



IF THE GROUNDHOG sees his shadow or not—Baker's Chocolate Chip Cookies put spring in the air. Baker's Semi-Sweet Chips stay firm through baking, make the best cookies ever!

FEBRUARY 12

BAKER'S Breakfast Cocoa



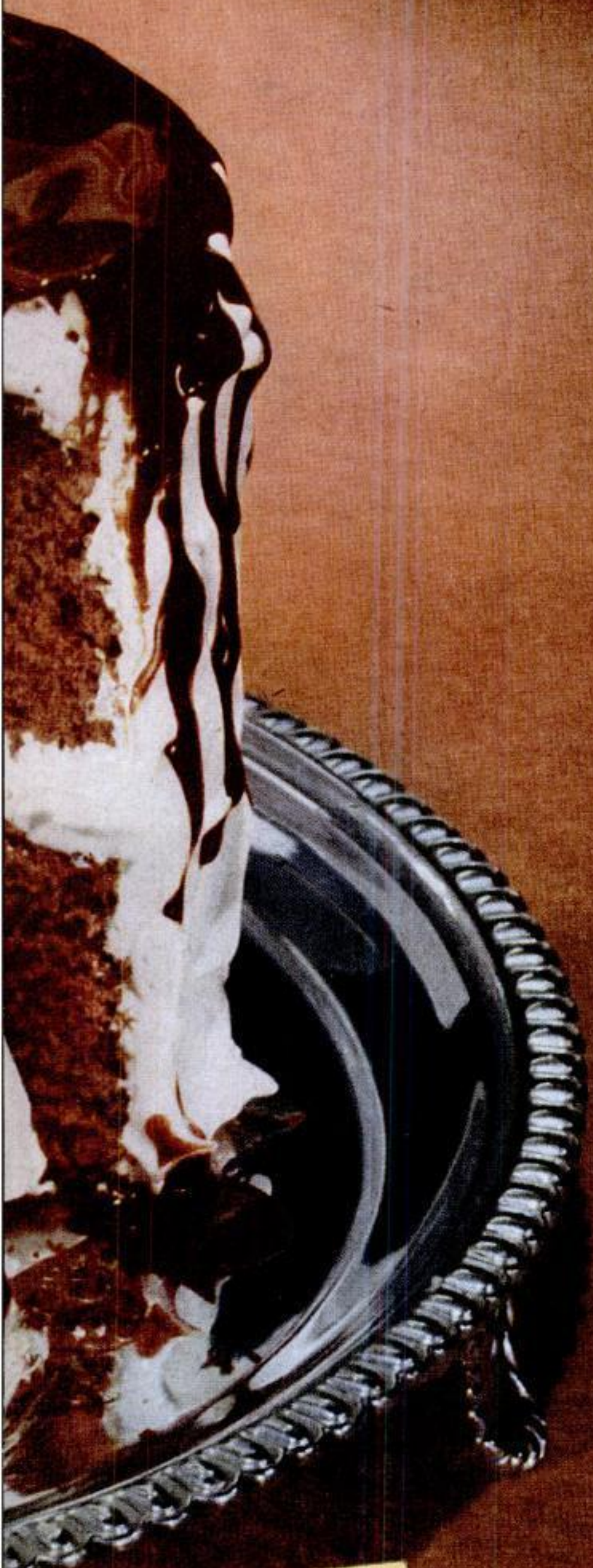
HONEST ABE SOLD BAKER'S COCOA in his store in 1833—that's how long Baker's Breakfast Cocoa has been a family favorite! It's America's first name in Cocoa!

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BAKER'S Dot Chocolate



BE A SWEETHEART—make the folks some homemade candy with Baker's Dot Chocolate. It's so easy, just melt and pour. It's the *only* chocolate made to make homemade candy!



... if it's chocolate
Baker's makes it best !

FOR ONLY
BAKER'S CHOCOLATE IS "PREMIUM NO. 1"

FEBRUARY 22

BAKER'S
Instant 4 in 1 Cocoa Mix



WE CANNOT TELL A LIE—Baker's Instant 4 in 1 Cocoa Mix is the only cocoa mix that mixes faster hot or cold and gives you that richer, can't-be-beat Baker's Chocolate Flavor!

FEBRUARY 27

BAKER'S
German's Sweet Chocolate



IT'S MARDI GRAS TIME in New Orleans — and mighty festive at your house, too, when you serve Baker's German's Chocolate desserts. Try the recipes on the package!



BAKER'S CHOCOLATE

BAKER'S CHOCOLATE PREMIUM NO. 1 UNSWEETENED

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Beaus and Arrows just naturally go together!



YOUR good taste tells you here's the perfect gift for Valentine's Day.

Arrow Dart strikes just the right note. It's the perfect complement to his good grooming. This famous shirt with nonwilt collar will look just as fresh at dinner as it did when he put it on in the morning.

And, of course, it's Sanforized®-labeled. Keeps its perfect fit through countless launderings. Arrow Dart, \$3.95. Dale, same collar style, premium broadcloth, \$5.00. The tie is a woven Arrow at \$2.50.

See Dart, Dale, or a wide selection of other fine Arrow shirts, at all good men's shops.

ARROW

for Valentine's Day
by Cluett, Peabody & Co., Inc.

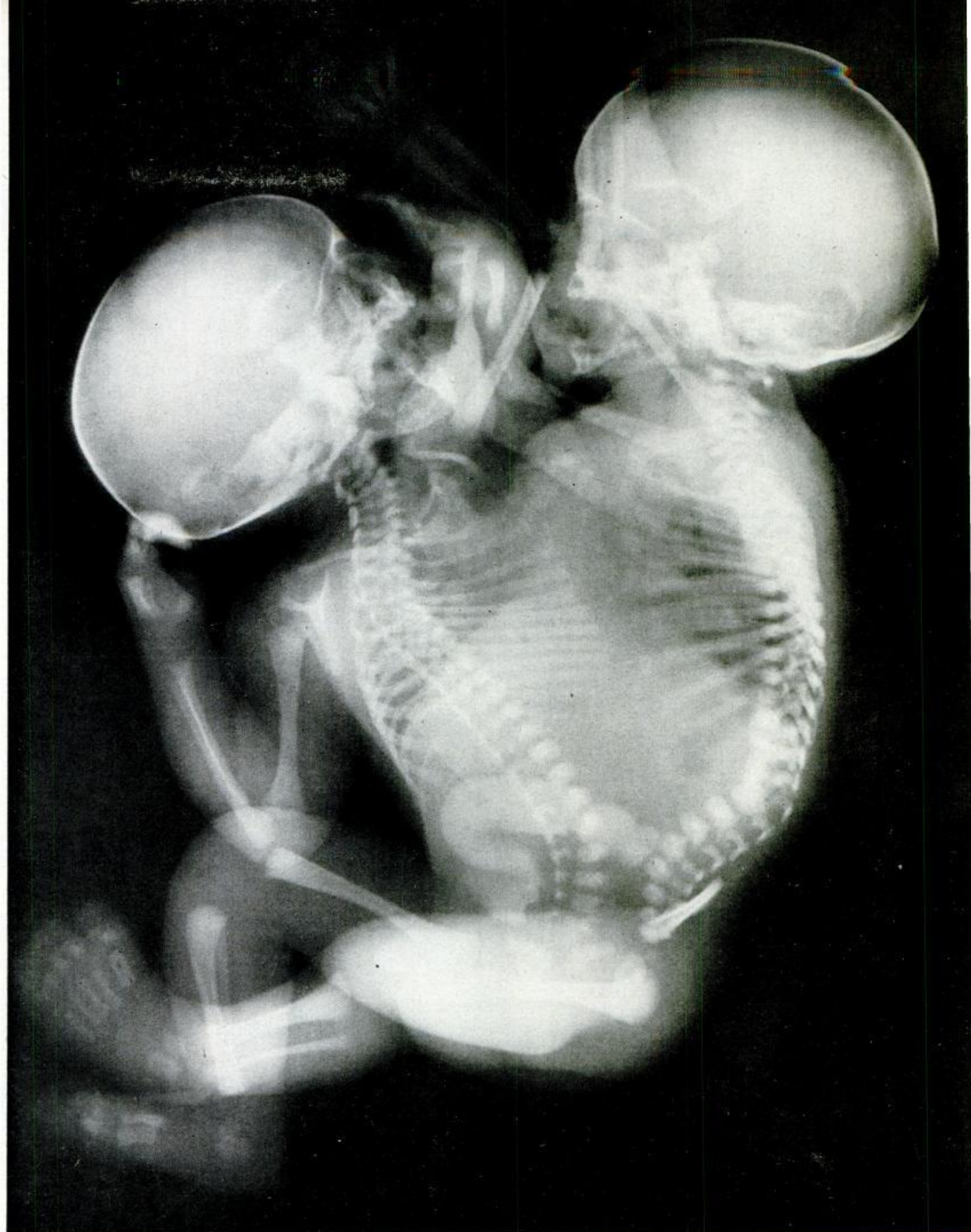
DANIEL KAYE, DONALD RAY AT HOME

On Dec. 12 when Mrs. Cecil Hartley of Petersburg, Ind. gave birth to a two-headed baby, doctors marveled. In medical history only a few such children have survived the first weeks of life. But by last week the child was almost two months old, healthy and living at home.

Physiologically the child is really twins—and although registered with only one birth certificate is actually two persons. They are the result of an extreme case of Siamese twinning. Two heads and four arms emanate from one body but an X-ray (*right*) showed that the body held two spines united to a single pelvis. Further examination revealed two hearts, lungs and stomachs, which seemed to have a common intestinal tract. Below the waist there was one body with two legs. The Hartleys named the twins Daniel Kaye and Donald Ray.

Because the brothers have so many things in common, a scientific study of them as they grow would help unravel many medical mysteries. Some doctors believe hunger comes as sugar decreases in the blood. Since it is likely that they have a linked blood supply the children should grow hungry at the same time. Actually their appetites vary. Because the boys are identical twins with the same body, personality differences will result mainly from their individual experience—reacting to parents' care, wanting to do different things. A study of these differences could help define the role of experience alone in developing personality.

Before the twins the Hartleys were nearly destitute. Now people have showered them with money and gifts and Cecil Hartley has an offer of \$1,000 a week to exhibit the babies. He may consider it when the boys are older.



TWINS' FIRST X-RAY, taken immediately after their birth, shows separate spinal columns joining

with a common pelvis. Above the pelvis is their intestine. The twins' chests are completely joined.

IN CRIB DANIEL KAYE LIES WIDE AWAKE WHILE DONALD RAY SLEEPS. DURING THE NIGHT THEY FREQUENTLY WAKE UP SEPARATELY AND CRY FOR FOOD





Feed your dog like this Dash-fed champion!

Champion Asa v. Kenda, always ready for a romp or the show ring. Despite his size, this champion is as playful and gentle as a puppy. A most important factor in maintaining his fine disposition and superb condition is his diet. That's why this champion is Dash-fed. Dash is fortified with liver, the richest of all meats in protein, vitamins and minerals. These essential nutrients are balanced with the proper amounts of carbohydrates and natural fats to make Dash the *complete* dog food. Your dog, too, deserves Dash. Dash is prepared under U.S. Department of Agriculture supervision.

Dash is fortified with LIVER!

CONTAINS CHLOROPHYLLIN—Stops Doggy Odors



A product of Armour and Company

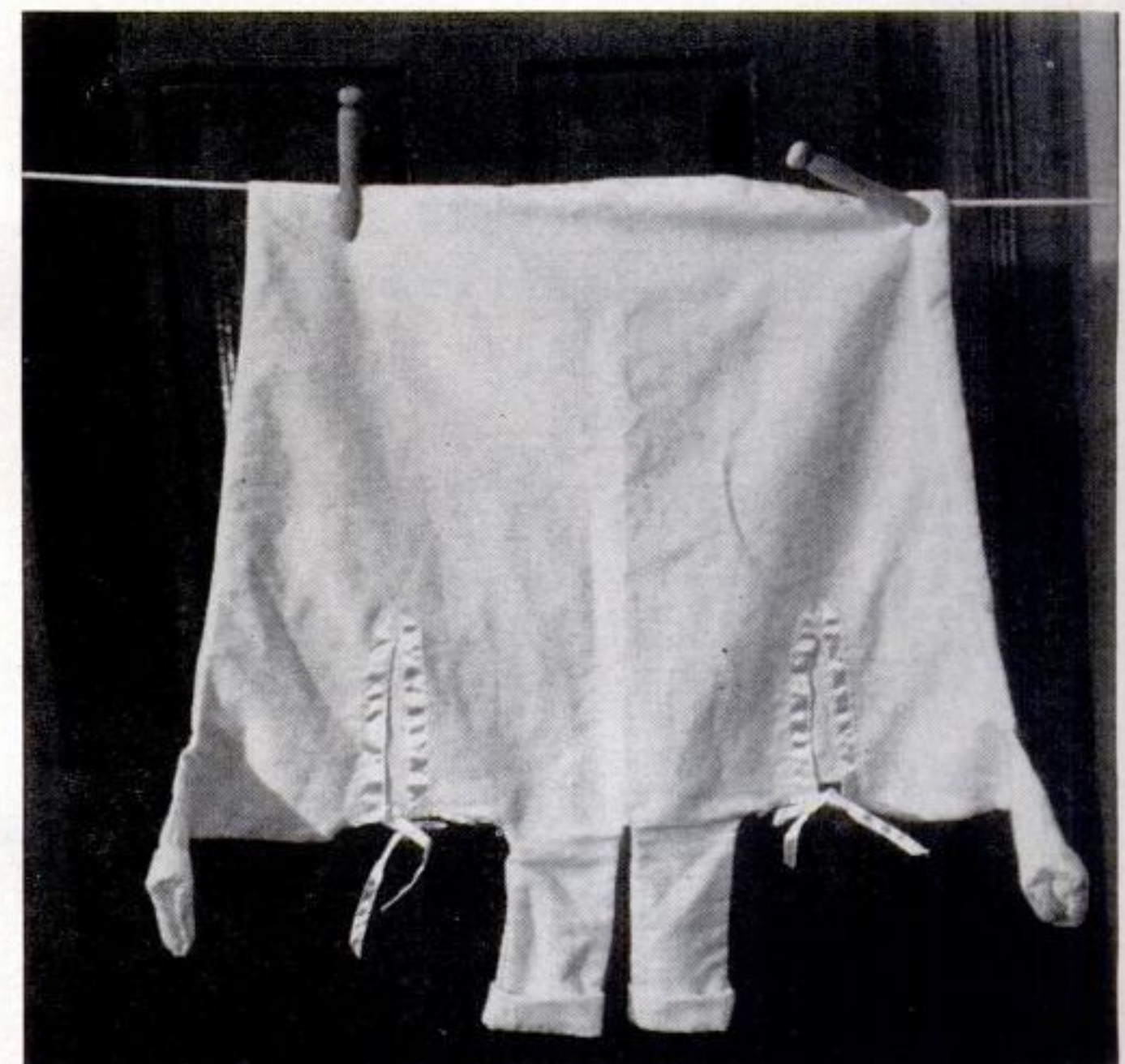
Daniel and Donald CONTINUED



NEW HOME in a two-apartment house in town was rented by Hartleys, who had been isolated in country. Six months' rent was paid by *Indianapolis Star*.



NEW REFRIGERATOR was given to family by the manufacturer. Hartley commutes 100 miles each day to \$50-a-week job in a naval ammunition depot.



SPECIAL CLOTHES, with four sleeves and a pair of collars, were made by townspeople. A Californian with normal twin boys sent \$100 as a present.

CONTINUED ON PAGE 108

Now.. Millions of Americans Don't Suffer when Acid Indigestion Strikes

...because They Always Carry This Wonderful Relief

No matter *who* you are . . . or *where* you are . . . there's no need today to suffer when acid indigestion strikes. Just remember—gas, heartburn, sour stomach, and the full feeling due to excess acid, are quickly, almost instantly, relieved when you neutralize excess stomach acids with wonderful little TUMS.

TUMS is a remarkably tasty, harmless little tablet that you eat like candy whenever you feel the first signs of acid indigestion. In fact, millions of people often take TUMS after eating or drinking or smoking on an empty stomach.

Many people have abandoned the hazardous, excessive use of baking soda or "bicarb". And TUMS are guaranteed to contain no soda of any kind.

People in all walks of life depend on TUMS to keep them free from the pain or discomfort of excess stomach acid. And without any fear of laxative action to worry them when they're out in public. No water or glass needed. No mixing or measuring with wonderful little TUMS.

Yes, TUMS is the best and handiest little friend American tummies have ever had. They do not distend the stomach with gas . . . do not over-alkalize or cause acid rebound. TUMS cost only a dime for a whole roll.

And you couldn't buy safer, quicker, more wonderful relief for a ten dollar bill.

People all
over the Nation
carry Tums as
faithfully as
they carry
their keys!



WHO'D BELIEVE THE GROOM'S STOMACH
WAS IN KNOTS ONLY AN HOUR AGO

TUMS *for the Tummy*

PIZZA CRAZE SWEEPS COUNTRY

"Make it at Home with APPIAN WAY"
New Buy-word of People from
Coast to Coast



Oakland, Calif., — FOR LUNCHEON

"APPIAN WAY Pizza Pie is a favorite with our crowd, with cheese-tangy pizza sauce over ground meat, baked in a golden brown crust. Make it in minutes, too."

Baton Rouge, La., — FOR LATE PARTY SNACKS

"We all go for Appian Way Pizza Pie for its spicy pizza sauce with sausages or shrimp . . . baked piping hot so easily and quickly."



Lincoln, Neb., — FOR DINNER

"For hearty appetites it's Appian Way Pizza Pie . . . heaps of hamburger, special Appian Way pizza sauce with mushrooms and grated cheese . . . baked in minutes in a crispy crust."



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THE *Original* BAKE-AT-HOME

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**It's EASY.. Just
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Add your choice of fillings to taste . . . sliced cheese, hamburger, chopped meat left-overs, fish . . . many others

Man-sighs Pizza Pie Lightly brown ½ cup chopped onions in 2 tblsp. oil or butter. Add 1 small green pepper, chopped; ½ lb. hamburger or 1 cup leftover meat, dash of salt. "Scramble" together until meat is done. Spread over prepared Appian Way Pizza Pie dough . . . sprinkle with ½ cup grated sharp cheese . . . pour Appian Way Pizza Sauce over all. Bake 400°, 20 minutes.



GET APPIAN WAY PIZZA PIE MIX TODAY
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Daniel and Donald CONTINUED



FRATERNAL DIAPER shared by the twins is changed. The twins have one pair of legs, the right one controlled by Danny and the left one by Donny.

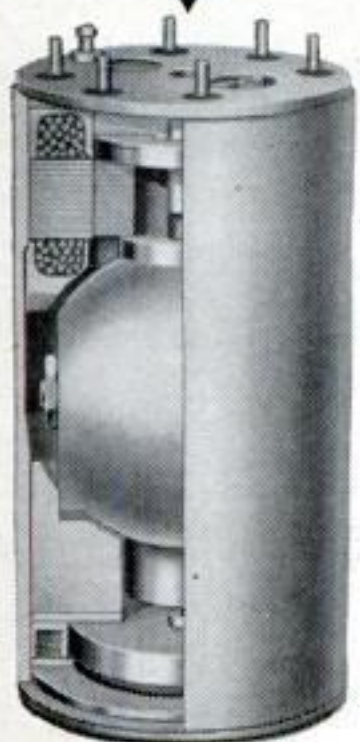


WEIGHING TWINS on a scale borrowed by doctor, Cecil Hartley eyes dial which registers 11½ pounds. At birth the twins weighed 10 pounds, 7 ounces.



FAMILY DOCTOR, Joseph Elbert, examines the babies as sisters Connie Sue and Mary Lou look on. Twins also have third sister named Shirley Anne.

FOR GUIDED MISSILES THIS "3 OUNCE BRAIN" IS ENGINEERED TO BE TOMORROW'S PILOT!



Actual Size

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PRECISION RATE
GYROSCOPE

Less than $\begin{cases} 1 \text{ inch diameter} \\ 2 \text{ inches long} \\ 3 \text{ ounces} \end{cases}$

Incredibly accurate—to 1 part in 100,000. Reaches synchronous speed of 24,000 RPM in 15 seconds. Designed for air and marine controls and other uses.



U. S. TIME...
WORLD'S LARGEST MAKER OF
MECHANICAL TIME FUSES

These fuses made to detonate certain shells—must be strong enough to be fired from cannon, must have extreme precision— $\frac{1}{2}$ second off can mean $\frac{1}{4}$ mile miss of target.

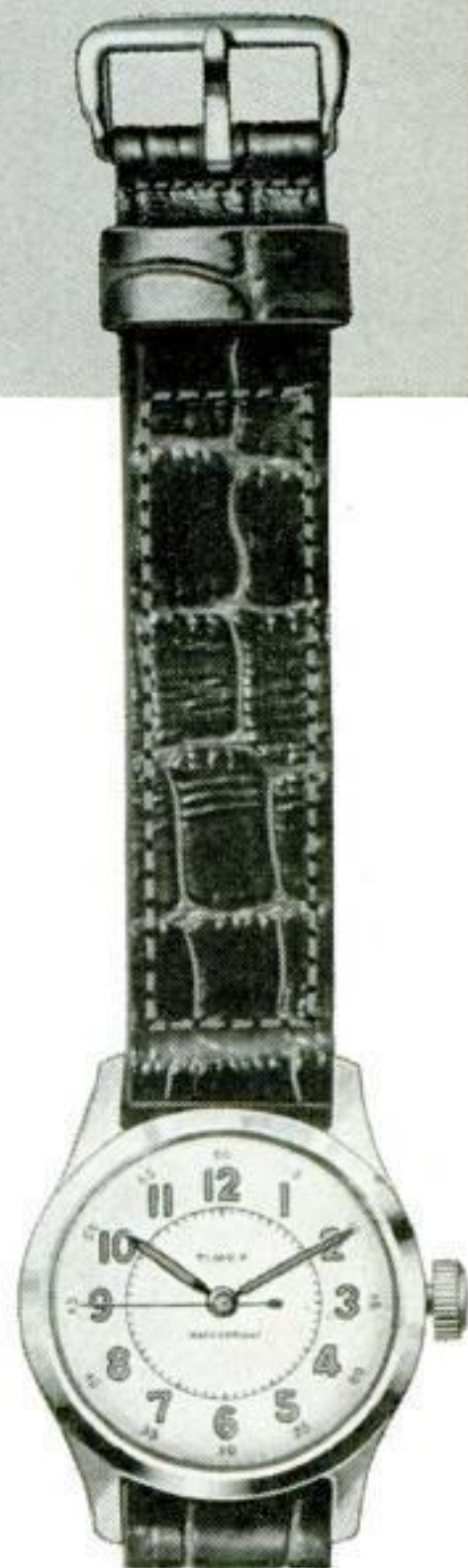
Think of it! An hour coast to coast by guided missile. This afternoon's New York mail in Los Angeles this morning. Fantastic, but quite possible. Guided missiles are already in operation — their speed, range and other developments are secret — but work on them advances every day.

Destined to play a vital part in the development of practical guided missiles is U. S. Time's subminiature precision rate gyro designed by Sanders Associates. Its super-sensitivity actuating instantaneous

response can maintain the trim and balance of the fastest guided missile. It is the smallest, lightest, most rugged precision gyroscope in the world... a truly American achievement.

Timex wrist watches, made by U. S. Time, world's largest manufacturer of wrist watches, are also known for their durability and accuracy. Whether to tell time or guide a missile, U. S. Time precision instruments are made with highest accuracy and strength.

TIMEX



U. S. TIME
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Marvel of American manufacturing, the Timex Marlin challenges watches 5 times its price. Revolutionary V-Conic Movement with Armalloy bearings for strength and accuracy. The waterproof* Timex Marlin shown with sweep-second hand and radiolite dial—\$11.95 plus 10% Federal Tax. One year guarantee.

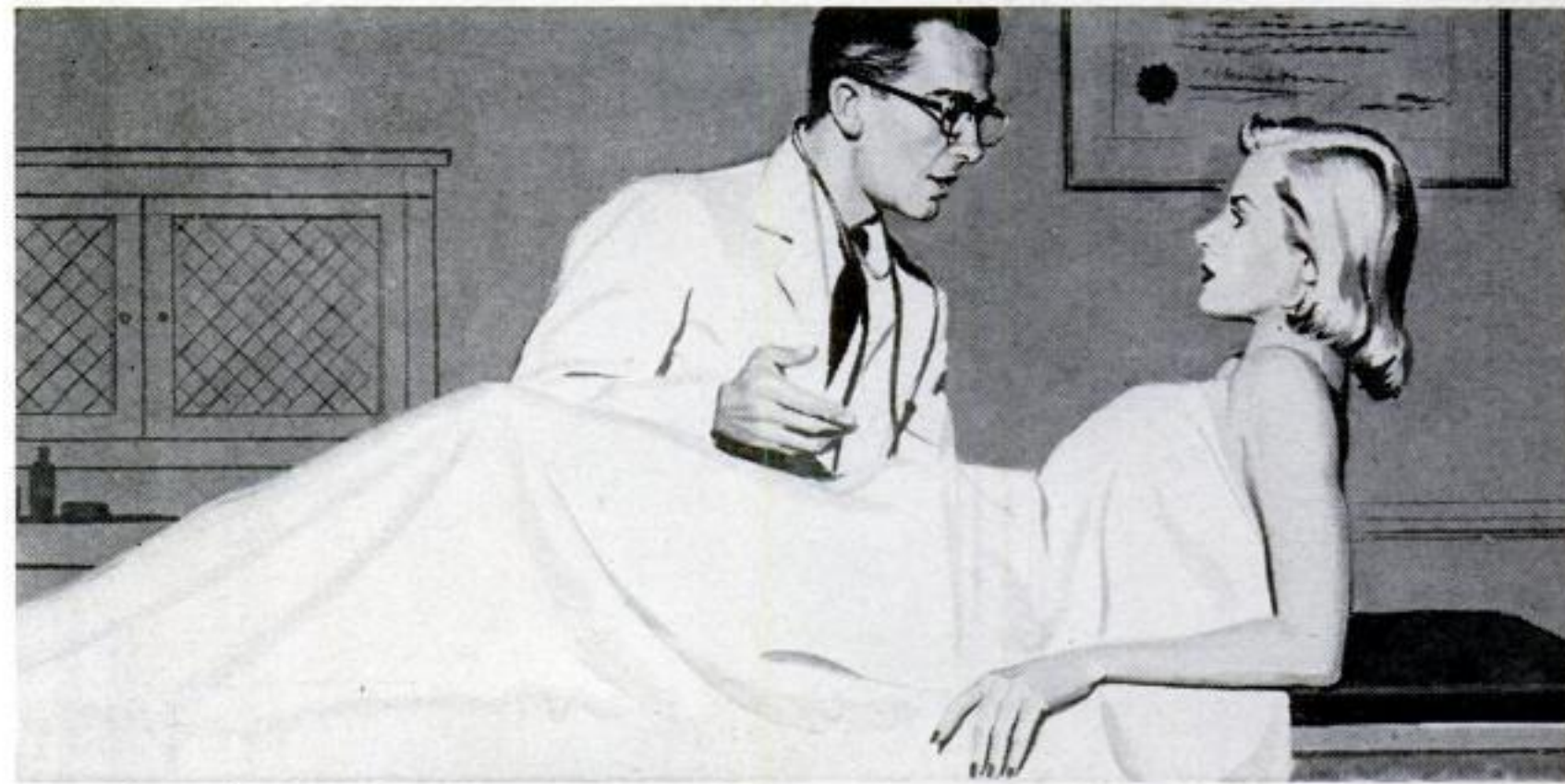
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*Stays waterproof and dustproof as long as crystal, crown and back are intact and, if removed, expertly replaced.

It's your back. It's your money.

And here's how *Simmons* helps save both!

1 WHEN YOUR DOCTOR SAYS, "get a firm mattress," it's easier said than done. For firmness *alone* is not enough. Restful sleep is not only a matter of firm support, it's a matter of *relaxing*, too! Simmons, the world's foremost authority on sleep and sleep equipment, has your answer in a mattress that combines the best of firmness with the *best of comfort*, the new Extra-Firm model Beautyrest.* See the difference in the pictures that follow.



2 AN "ORDINARY" MATTRESS has tied-wire type construction. If it is too firm, it doesn't conform to your body. (If you lie down on the floor, you'll see why.) Your hips get unyielding support. Your back may not get enough. A too-rigid mattress can fail to give relaxing comfort.



3 IN EXTRA-FIRM MODEL BEAUTYREST, Simmons provides a different kind of construction, of 837 independent coils. Each spring is separate—sturdier than even in regular Beautyrest. Extra-Firm Beautyrest *resists* for posture-right support . . . *yields* just enough for comfort!



4 HERE IS THE NEW Mobile, Alabama, Infirmary. It is the newest and the most modern of hospitals—equipped with the very latest and finest in scientific medical equipment. And, of course, every one of the 360 beds in this new hospital has a Beautyrest mattress!

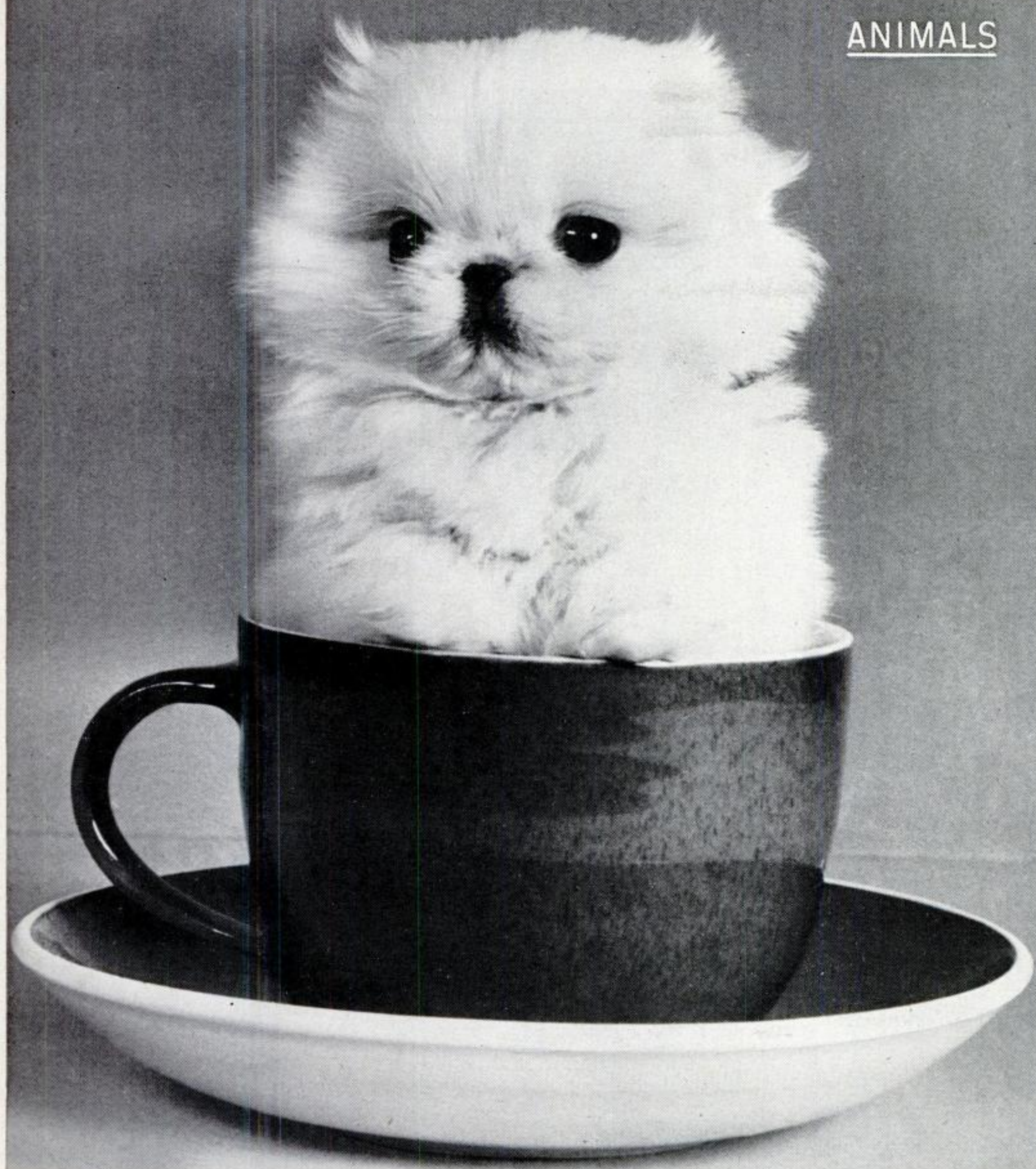
5 Get the firmness of a posture mattress and the comfort of a Beautyrest

Simmons makes all types of mattresses. Simmons *knows* no other mattress—at *any* price—offers the support *and* comfort of Beautyrest. Most people prefer the gently yielding firmness of Normal-Firm Beautyrest. But, if you want *more firmness*, you'll want the new Extra-Firm model Beautyrest . . . at no extra cost. Each model \$69.50. Yes, less than other posture mattresses. Ten-year guarantee brings price to less than 2¢ a night. Only Simmons makes Beautyrest. See your Simmons dealer.



*Trade-mark Reg. U. S. Patent Office. Copr. 1953 by Simmons Co., Mdse. Mart, Chicago, Ill.

Extra-firm model Beautyrest...at no extra cost!



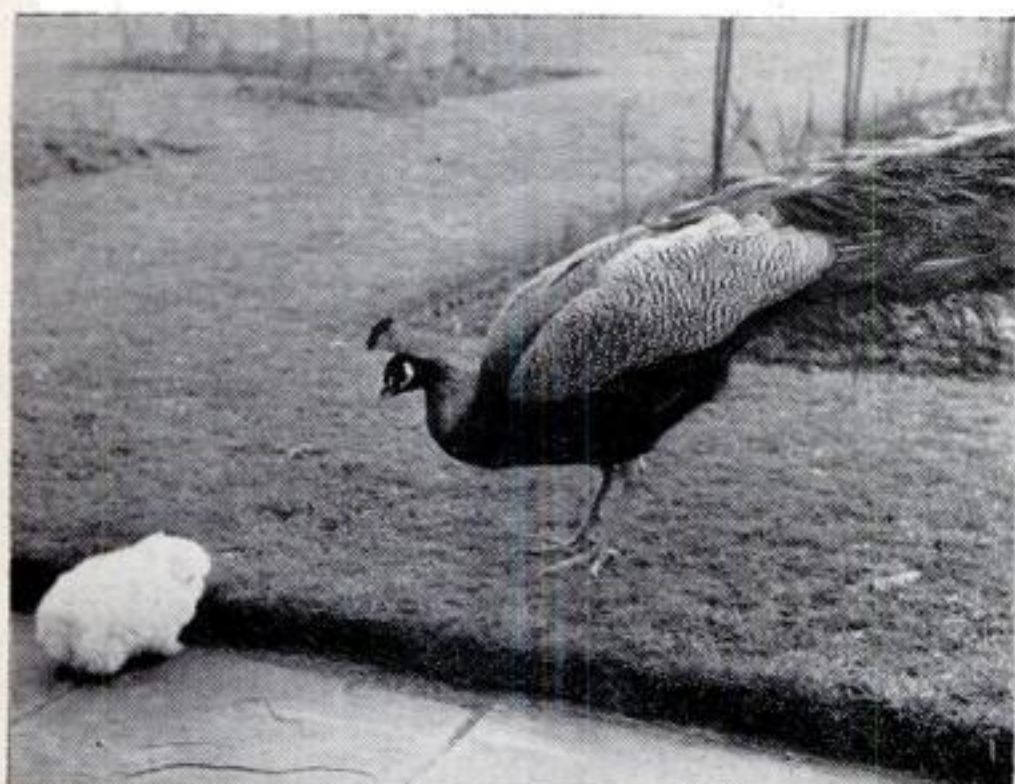
AT THREE MONTHS MIGHTY ATOM FITS INTO TEACUP WITH ROOM TO SPARE BECAUSE TWO INCHES OF HIM IS HAIR

Rare Cupful

WHITE PEKE, MOSTLY FLUFF, WEIGHS 24 OUNCES

At her home in Surrey, England, Mrs. Jean Waring has a boxer dog, two Siamese cats, a peacock, a cageful of finches, 30 brown Pekingese dogs and The Mighty Atom of Roke, one of the rarest dogs in the world. The Atom is a white Pekingese miniature. Normally a breeder trying for such tiny miniature

Pekes may hope for only one out of 50 pups. The odds against a white Pekingese are even greater. It took years of breeding before this one finally appeared. He weighed four ounces at birth, but at three months, by eating three meals a day, enriched with herbs and yeast, he had his weight up to 24 ounces.



MEETING PEEKEY the peacock in the garden, Mighty Atom backs away but Peekey seems just as bewildered.



GUARDED BY BONZO, a big, affectionate, 9-year-old boxer, Atom curls up in his basket for afternoon nap.

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**Within a Warner's,
there's a figure beyond your dreams**

Without counting a calorie or doing a push-up, you can have a figure perfected, practically reborn for the new generation of slim fashions.

By starting with the one foundation that's all things to all women! Today's corselette—or rather, an artful young bra, waist-smoother, a hip-trimming girdle, all flowing together so smoothly there's no distraction from the slenderest line.

So lightly, too—for today's corselette is a world apart from old-fashioned all-in-ones. Stripped of heavy bones and stylish-stout trimmings—it's emerged in the sheerest elastics and laces, styles as supple as a swim suit, as easy to tub as your nylons.

In all this, Warner's has led the way, created corselettes to single you out as a beauty whether you start as a Junior or slightly Junoesque. And prices? Why, they start at as little as \$7.50 at your nicest stores, both here and in Canada.

WARNER'S*

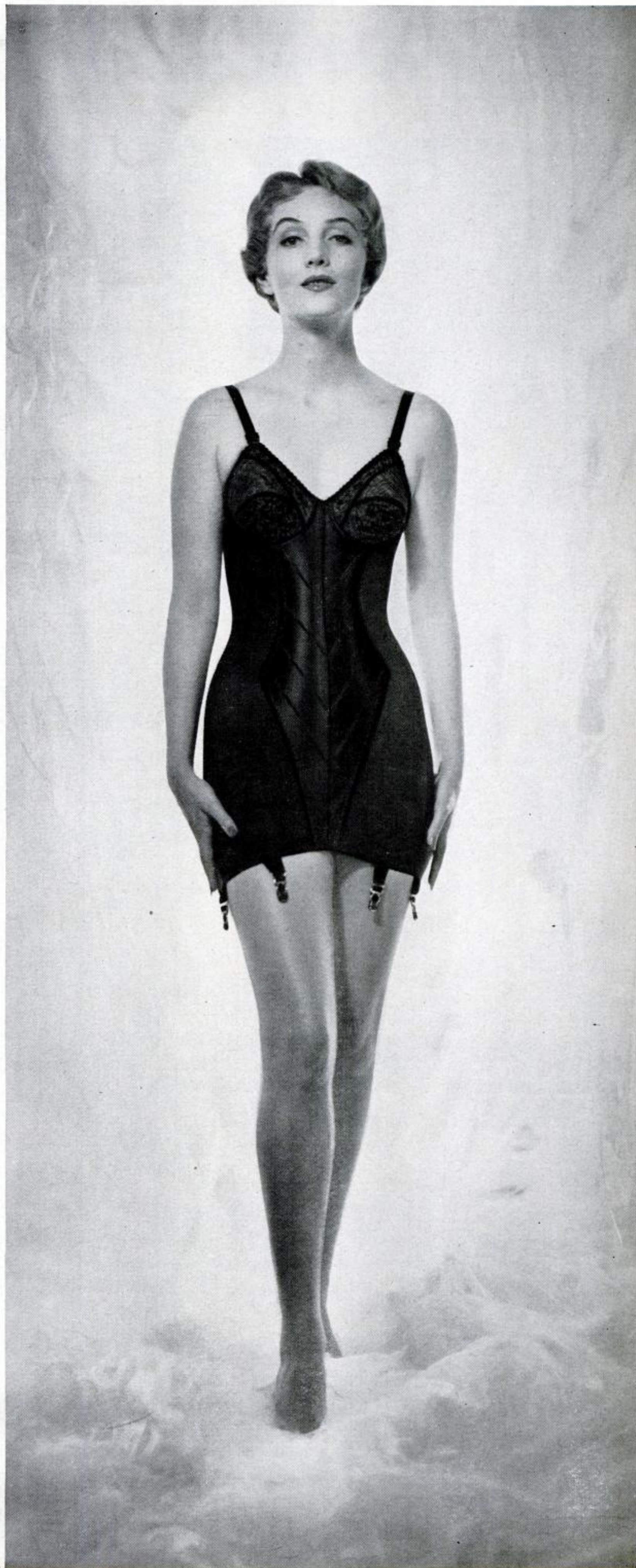
*REG. U. S. PAT. OFF.

BRAS • GIRDLES • CORSELETTES

A GREAT BEAUTY—(right) Warner's "Merry Widow," a fabulous strapless half-bra, waist-cinch, all-over smoother—with detachable garters. #1311 in black or white nylon and sheer elastics, \$12.50. Also in comfy white cotton, #1315 at \$10. (center) the long 'n lovely descendant of Warner's "Merry Widow"—in exquisite white nylon lace and elastics—or in black lace with white orlon tracery. #3322 at \$37.50.

CHANNELING YOUR CURVES into one—(far-right) Warner's all-elastic corselette looks, feels—and even goes on as easily as a swim suit. #3864 in black, white, pink. \$16.50.





A PERCEPTIVE REPORTER IN A



MOSCOW THIS WINTER, as every winter, fights a perpetual battle with snow. Here snow powders many-colored turrets of Church of St. Basil and makes slush

on the streets for the street sweepers, always women, who push it along with brooms made of branches. There are not enough cars for snow to cause traffic jam.

CHANGING RUSSIA

Moscow's mood is gayer and freer for a few but it is bleaker for the many, and this is what underlies the Soviets' latest change of direction

by EMMET JOHN HUGHES

Of the reports published in recent months by visitors to post-Stalin Russia, this one is unique for several reasons. It is the first written by a veteran journalist and specialist in foreign affairs who was permitted to study the country and come out to write his report without censorship while the concentrated impressions of nearly two weeks were still fresh in his mind. Thus he escaped the restrictions that hamper Western correspondents stationed in Moscow. Hughes's experience includes more than a decade of traveling and working in Europe, including tours of duty as chief of the TIME-LIFE bureaus in Rome and Berlin. Formerly Articles Editor of LIFE, he is now a LIFE staff writer based in Europe. Part I of his two-part report follows.

I WAS the only passenger on the twin-engined, 27-passenger Soviet IL-12 as it nosed toward the runway of Budapest airport in the blurred light of early morning. Just an hour earlier, in a shell-scarred shack at the Soviet airbase of Bad Vöslau, 30 kilometers south of Vienna, the four-man Soviet crew had reluctantly pushed aside their chessboards, surrendered the comfort of the tiny coal stove and single light bulb adorning the waiting room, and we had begun our flight east. Now Budapest: first stop en route to Moscow.

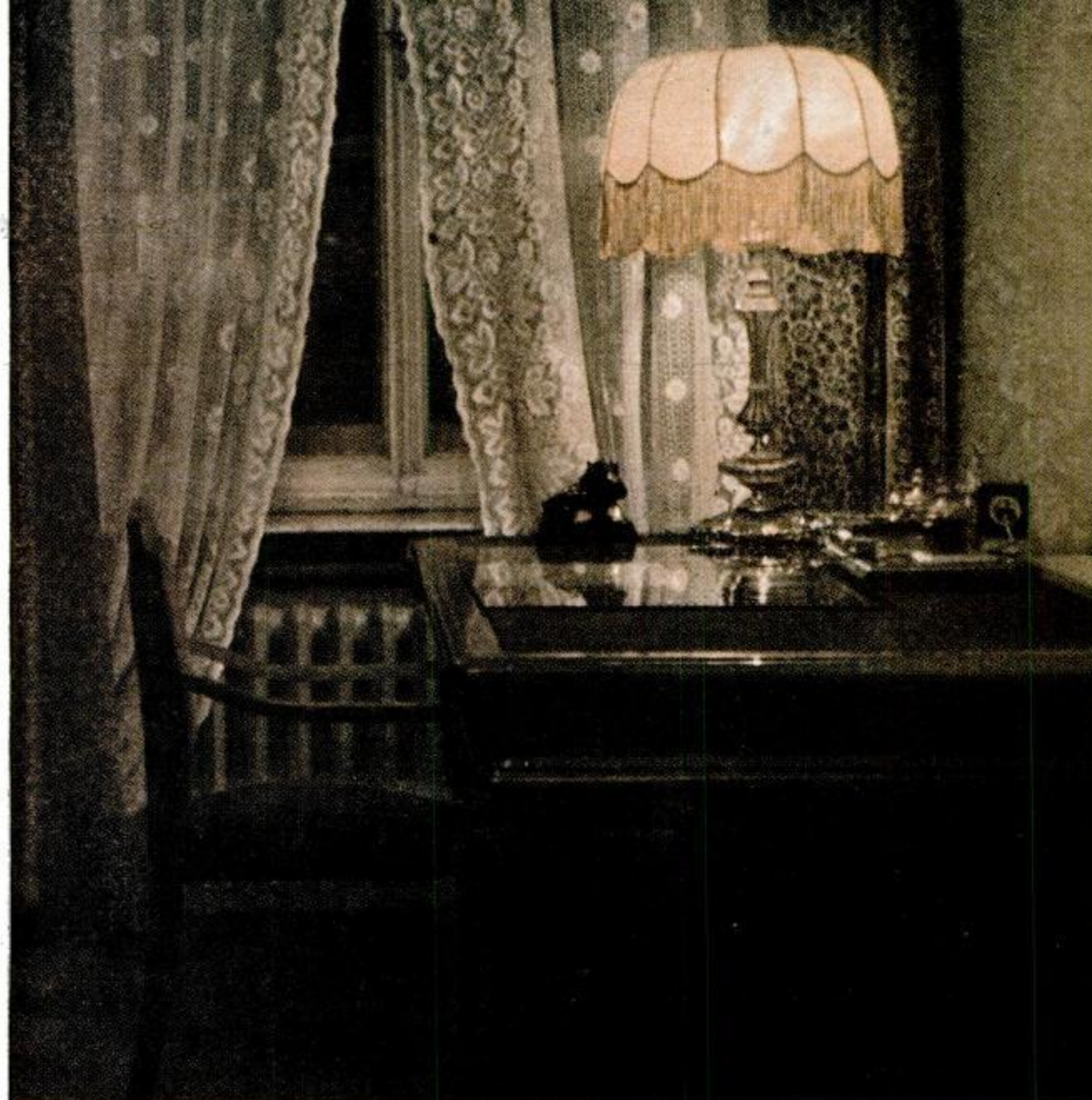
The mind of any American on such a journey is crowded with an excited host of obvious questions. What would be the manners and ways of this city's people, their food, their fun, their daily labor and wage? And beyond these things the darker questions: what was the pattern of the obscure "collective rule" that had, since the death of Stalin, set itself to the towering task of governing 210 million peasants, workers and bureaucrats? What was the substance of the new Soviet economic program, trumpeting so loudly in the last months its gaudy promises of abundance to the citizens? And what might all this mean to a world whose peace and freedom have so long been tormented by the masters of this city and this nation?

Our plane skidded to a stop in the icy runway and three Hungarian police officers instantly came aboard. I had had no thought of leaving the plane to test the assurance of the Soviet consul in Vienna that no Hungarian transit visa was necessary for my flight. The police clearly had a different thought. I was quickly led to a deserted waiting room in the massive, fortresslike airport building. I was told to wait. Police, and my passport, disappeared.

Fifteen minutes passed. I saw that the refueling of the plane was finished. The perfect silence in the waiting room continued. After another quarter hour I saw the crew return to the plane. I was no longer alone. Outside the rear exit to the room a young soldier, Tommy gun across his chest, had taken up his station. A glance in the opposite direction showed a companion sentry pacing easily back and forth in front of the exit to the field. Another 15 minutes of unbroken stillness. I strained to catch the first sounds of the plane engines warming up (a process to which Soviet pilots devote from 5 to 10 seconds before take-off). Thus an hour ended.

Fifteen minutes more of silence and then a senior police officer appeared, icily returned my passport and carefully escorted me to the plane.

Seven hours later, after a midafternoon stop at Kiev in the Ukraine, we landed in the freezing dark of Moscow's Vnukovo Airfield. It took half an hour to drive to Moscow's center. Peering through frosted windows at the low, dark shacks hugging the road, the brightly lighted outline of the tower of Moscow University capping the Lenin Hills, and finally the massive walls and gates of the Kremlin topped by brilliant red stars glaring over the low-lying city, I began to look for answers to some of the questions that had brought me here.



SYMBOLIC ORANGE SHADE—FOR ITS PLACE IN RUSSIAN SCENE SEE PAGE 117

FIRST IMPRESSIONS: NO INSPECTION, LITTLE PROPAGANDA, NO HOSTILITY

THIS cold, solemn-faced "third Rome," seen from a tourist's-eye view, has a few surprises in store. Some were welcome surprises. They included trifling comforts: larger and better taxis, more well-heated hotel rooms than you find in the capitals of Western Europe. More important: I was never searched, my baggage was not even opened, either upon entering or leaving the country. The only question asked me was: "Have you any literature?"—a simple, eloquent suggestion of the weapon most feared.

My belongings remained undisturbed in my hotel room. I was never followed by police. For hours on end, in department stores and markets, I openly took detailed notes of merchandise and prices.

Another surprise was the scarcity of the blatant and gaudy paraphernalia of totalitarian propaganda. One can walk for miles through Moscow streets without seeing a political slogan or a picture of the stern face of some political leader. While a photograph of Lenin or Stalin is to be seen in every hotel and a bronze statue in the lobby of almost any theater, a place like the Leningrad station displays not a single political slogan. And two such signs hailing the "glorious party," which until recently topped two buildings above Sverdlov Square, have been removed.

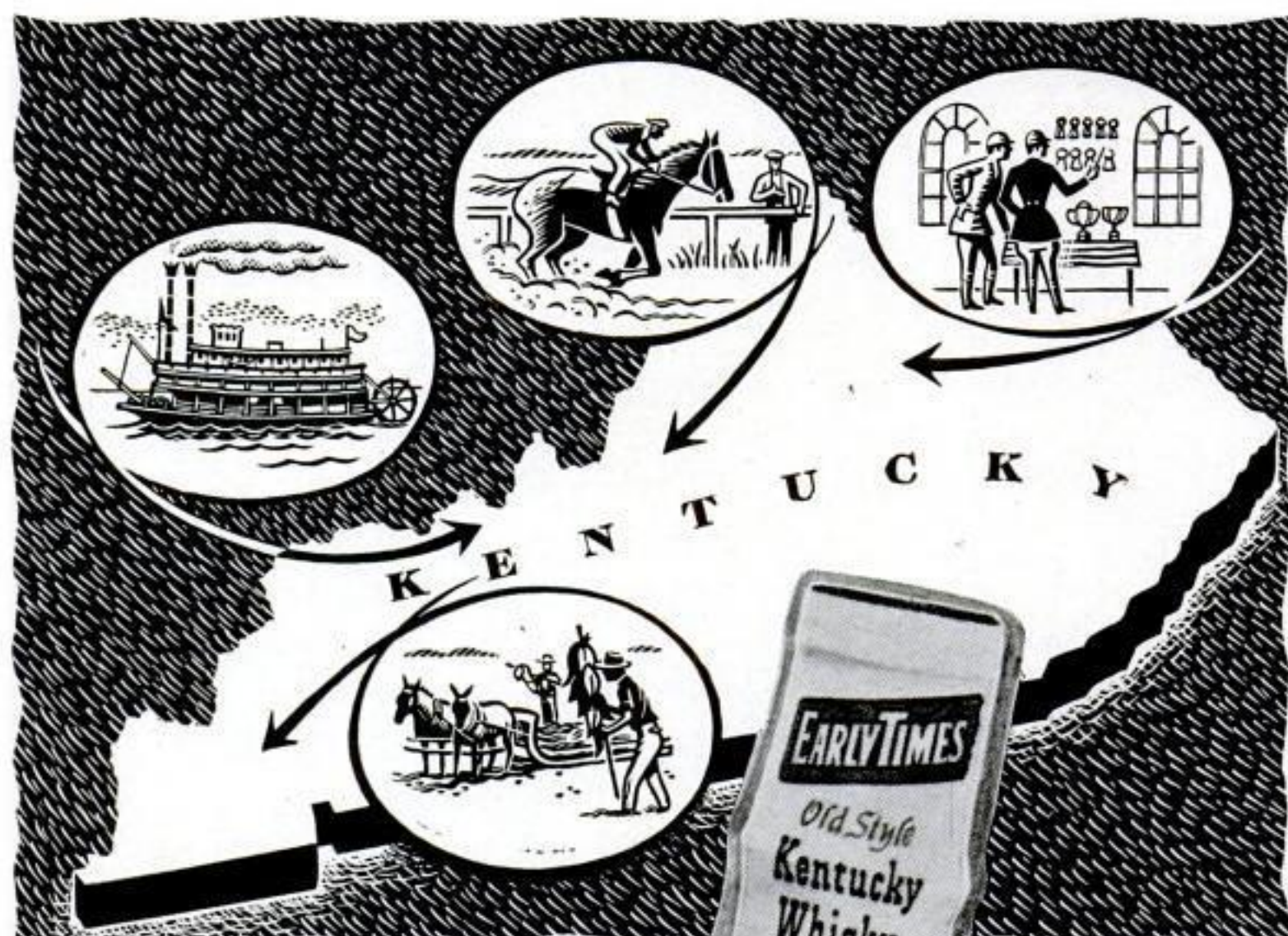
Social contact, too, had a few surprises. Tales of the frenzied curiosity inspired by sight of a Westerner are myth. No encounter anywhere provoked either the slightest show of interest or hostility toward an American. This, I was told, has for years been the unvarying experience of Americans stationed in Moscow.

The list of comforting surprises on the surface of Moscow is quickly exhausted. The rest of the scene is painted in different colors.

Standing on the rise of one of the Lenin Hills in southeast Moscow, not far from the university, one sees the sweep of the city in the bowl below. Through the gray shadow veiling the city all the long winter, some towers of Moscow's seven skyscrapers can be dimly seen, here and there the puffing breath of a factory stack, the slow swing of a crane. The rest is still, low, sprawling to the end of sight—thousands upon thousands of gray-black houses that hug the earth for warmth. No light pierces the half-twilight at noon. No flash or dot of color relieves the sullen expanse. Hidden from sight are the bundled crowds shuffling through the main streets, the buses and trucks and cars that provide a kind of New York-on-Sunday traffic over the main streets. An American may think: this—on a smaller scale—must have been the look of a frontier settlement in our northwest, frozen into winter silence.

And at that instant the tourist guide will probably break into the thought (as she did with me) to observe with grand assurance—pointing to the gray slums directly below: "Here a beautiful stadium

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REPORTER IN RUSSIA CONTINUED

for 200,000 people is going to be built. When? I do not know. The date is not yet exactly fixed." No, she does not mean that the silent inhabitants below are to take up residence in the new amphitheater. They can warm themselves by the assurance that vast prefabrication assembly lines are to produce the equivalent of 100 apartments a day for Moscow: "This will be very soon, although the date is not yet announced."

A GRAY CITY OF SILENCE, QUEUES AND THE ORANGE LAMPSHADE

THE center of Moscow is the showplace of the Soviet Union. It is in this great command post of the state that one sees the best-fed, best-housed, best-clothed beneficiaries of a new way of life. Here the arresting physical monuments are quickly seen. Two stand above all others: the austere Red majesty of the Kremlin, and the red and gold brilliance of the Bolshoi Theater matching the dazzling artistry of its ballet, both inherited from the czars. To match these, the Soviet state has contributed a subway system of preposterous splendor, and two historic corpses, surrounded by slabs of black and red marble, to make the 20th Century world's most famous mausoleum.

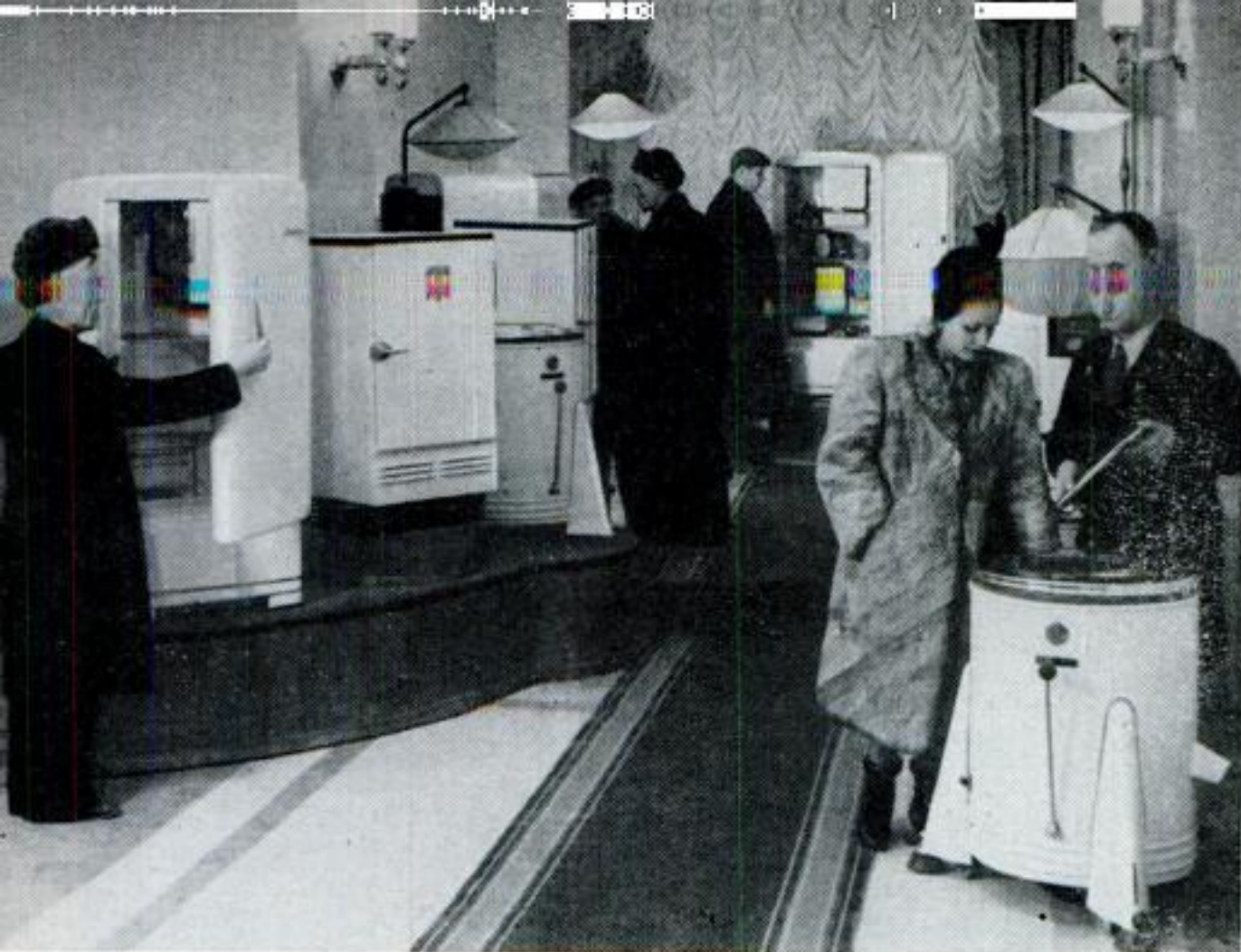
The first of these Soviet monuments attracts more than two million passengers, the second, thousands of idolatrous and the curious every day. For a modest 50 kopecks (only 12½¢) the subway system, now 20 years in the building, will carry its passengers to any of 39 stations which are the most fantastic underground structures conceived by modern man. At Revolution Square station one sees, under brilliant lights, a long arcade whose sides are niched with arches curving over nearly life-size bronze statues of harvesters and machinists, coal miners and lathe operators, peasant girls and factory women. At Komsomolskaya Square station huge chandeliers light a ceiling of brilliant golds, reds and blues, flashing in giant mosaics of memorable scenes from Russian history. Those are truly temples of the Soviet state. The slumbrous silence of the thousands jamming the swift blue trains might easily be construed as a sleepy kind of reverence—or else a mute disbelief in the real existence of a radiance in such savage and incongruous contrast to the sights above ground.

Impassive, too, are the thousands standing each day in the chill line stretching along the Kremlin walls on Red Square, waiting to pass through the mausoleum. They betray no fervor, murmur softly and idly to one another as they shuffle toward the severe marble tomb. Within, the structure has all the warmth and charm of a bank vault. To the right is Lenin—the image of a fussy chemistry professor. Beside him, Stalin—the deeply pock-marked cheeks, the heavy nose, the hard, tight swell of flesh below the lips combining to make a face of singular vulgarity and cruelty. Silently the thousands shuffle past in neat, fast-moving lines, their faces and gestures expressing all the reverent ecstasy of a crowd filing through the turnstiles of one of New York's drably bourgeois subway stations.

On the main shopping streets—Gorki, Arbat, Petrovka—as well as on the winding roads farther from the center, one finds everywhere the mark of splendid Soviet uniformity.

It is a city of silence—no screaming horns, no complaining brakes, no clatter of heels on the pavement. There is only the even murmur of light traffic, the soundless fall of thousands of boots shuffling the soft snow.

It is a city where women have been blessed with literal answers



SECTION OF NEWLY OPENED G.U.M. DEPARTMENT STORE IN MOSCOW

to all imaginable dreams of equality with men. They can be seen everywhere to have won the right to clamber over high scaffolding as carpenters and drillers and plasterers, the right to lay bricks and cement in foundations and streets. They enjoy an uncontested monopoly of the colossal operation of cleaning Moscow's sidewalks and streets—hunched figures tirelessly sweeping their rude brooms of branches or chopping rhythmically at stubborn ice with metal spades the size of postcards. And the shrill soprano voice that occasionally rises in loud complaint from an open manhole is as commonplace a mark of women's life in Moscow as the New York secretary's meal at Schrafft's.

It is—perhaps beyond all else—a city of queues. For everything from movies and skating rinks to shoes and baggage claims, the Moscow citizen stands in line. On Sunday ("the day of rest") almost all stores remain open to accommodate the millions who have had no time to wait in line (or have waited in vain) all other days of the week. Wherever a great crowd has gathered—frequently a thick line a block long, huddling together in the cold and using knees and elbows to secure any advantage—it marks a food store. And if excitement seems to run high, it means that, by racing word of mouth, the news has spread that a favored store has just received fish from Iceland, lemons from Israel, prunes from Romania, such spectacular delicacies as apples and tangerines the size of small plums.

Here is a society scraped clean of every ornament for all but the elite, a society to which grace and taste and dignity are almost perfect strangers. The dread loss is seen everywhere. An impoverished architecture has contrived a single simple design for Moscow's postwar skyscrapers. The spacious hotels, some of which ranked among the world's best at the turn of the century, have been untouched since that time and today have as much distinctive quality as railroad stations. The signs of arts and crafts have long since gone: the few "art" objects rarely seen are crudely hewn wooden figures of dogs or reindeer, or literally shapeless lumps of marble.

It is easy to think of Moscow as the city of the orange lampshade. This extraordinary object, which can be purchased for a mere 190 rubles (roughly two weeks' salary for a stenographer), consists of a hemisphere shade in orange rayon, gently scalloped and ending in an orange frill. The total effect suggests the idle handicraft of one's eccentric grandmother killing time somewhere in the late 19th Century. This lampshade (and often this one only) is to be found in every central Moscow shop. It is universally admired and coveted.

A yearning for a little color

OF like spirit and quality is the fashion show daily held at the All-Union House of Models on Kuznetsky Most. As none of the dresses shown are actually for sale, the function of this display of some 75 dresses and coats is explained simply to be "to inspire good taste." Here, to an audience of some 30 women huddled in shawls and boots, I heard the hostess explain, in the tones of a grade-school teacher: "This is an evening dress. . . . If you are stout, this would be a good style. . . . You could wear this to the theater. . . . You should not wear this anywhere but in the home. . . ."

Such scenes as this may tempt Westerners to mockery. But the pathetically earnest striving for a little fashion and color is a sad and eloquent commentary upon the hunger for some simple grace to relieve the darkness of a whole generation.

One quickly becomes accustomed to the fact that male patrons

CONTINUED ON NEXT PAGE

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...its effectiveness
can't fade away



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Gives you more and more (instead of less and less) protection.

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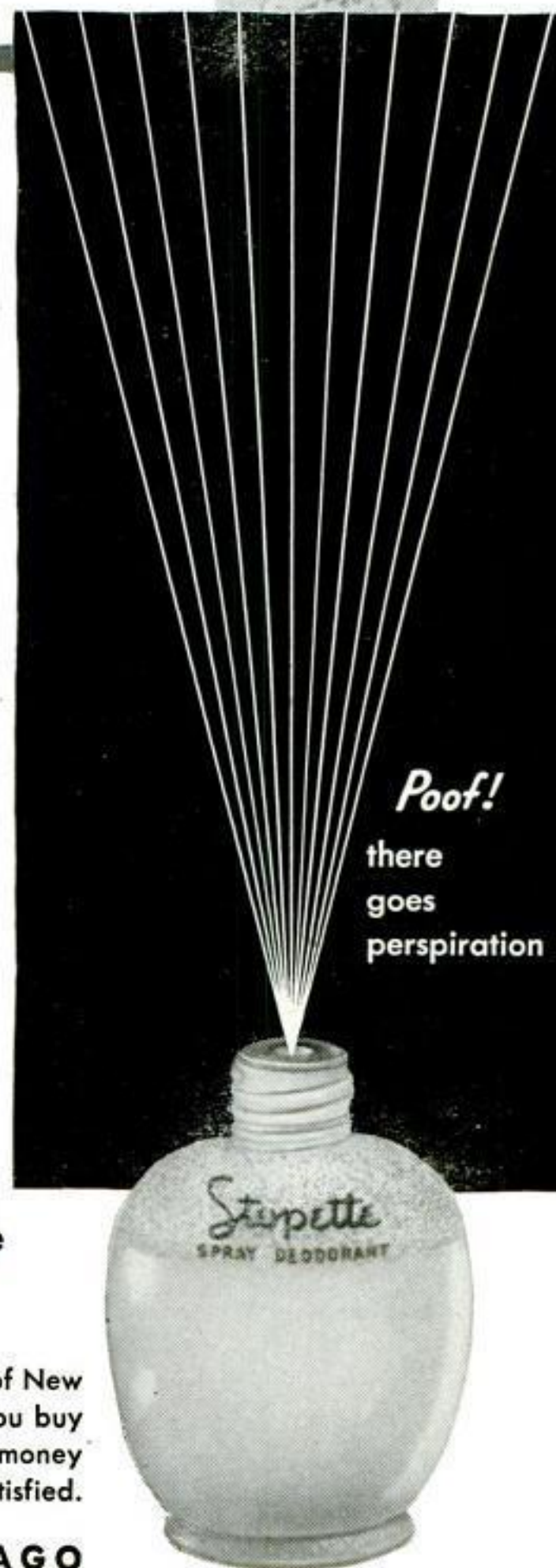
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Messy sinks... smelly sink strainers...
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You'll love the
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FOOD WASTE

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It does away with all that, so easily!
Just scrape all food waste, including
bones, off the plates into the sink
drain, turn on the cold water and
flick a switch. Presto, it's gone, for
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QUEUES ARE SEEN EVERYWHERE, ESPECIALLY AT FOOD STORES (ABOVE)

REPORTER IN RUSSIA CONTINUED

of the most expensive hotels and restaurants wear sweaters, disdain ties and evidently shave about twice a week. One evening, in one of Moscow's most luxurious restaurants, the Ararat, I watched a Moscow citizen at the next table finish his chicken by throwing the bones over his shoulder, then grasp a generous steak in his right hand and alternate its dismemberment with full slices of bread uninterruptedly supplied to his mouth by his left.

THE BLEAK LIFE OF THE WORKER: HIS WAGES, DIET AND HOUSING

KOMSOMOLSKAYA PRAVDA" greeted the new year of 1954 with an ecstatic cheer for "our Socialist fatherland... a bright lighthouse that lights the path forward for the whole of mankind." The pursuit of truth in this "bright lighthouse" has historically resembled groping in the dark for a light switch—with success followed by the discovery that someone has removed all bulbs in the house.

There is one solace in this fact: the elaborately contrived official barriers against the curious are, in themselves, revealing. Ringing the American colony in Moscow, for example, are all the familiar restrictions of choice and movement. While great areas of the Soviet Union were opened to foreigners by decree last June, there are still only three highways by which one may leave Moscow itself. In many of the so-called "open" areas, key air centers and railroad centers in these areas remain blacked out, so that while a map suggests vast expanses of "free" territory, there is only one impractical way to test their freedom: on foot. No Americans can get automobile licenses, so that Russian drivers are their constant companions. Virtually all Westerners must make their residences in their embassy properties or in one of the three apartment buildings specially designated for foreigners.

More frustrating still is the patriotically clamped Soviet jaw that generally meets the most matter-of-fact questions. I visited the ZIS factory that sprawls over a vast area in southeastern Moscow. The second biggest factory of its kind in the Soviet Union, it is officially scheduled to produce 100,000 trucks, buses and automobiles yearly. Choosing for inquiry the most innocuous product—the big ZIS that resembles the American Packard of prewar years—I had the following informative exchange with the plant's assistant director:

"How many ZIS automobiles do you turn out each year?"

"We have no fixed schedule."

"What would an approximate total be?"

"We only make them on special order from the government."

"About how many such orders come through in a given year?"

"Rather a few."

"Well, on special order or by schedule or any other way, could you say how many ZISes were actually made this year?"

"As I have said, not very many."

I sighed, he smiled a cheerless smile, and we changed the subject.

Even volubility, when it is found, contrives to be scrupulously uninformative or unconsciously nonsensical, thanks to the wondrous semantics of Soviet Communism and the deliberate maze of Soviet statistics, an elaborate "shell game" played with numbers, prices, wages and production figures. To cite one case: the



AND OUTSIDE THE MAUSOLEUM WHERE LENIN AND STALIN LIE IN STATE

dramatic "price cuts" announced last March 31 on all food sold in state stores included a 15% reduction in the price of meat, a 50% reduction on all fruits and vegetables. How could it be possible? There were two simple explanations that slowly became apparent. First: all meats were at the same time regraded into 12 categories—and, needless to say, the more edible grades were not notably cheaper than before. Second: the vegetables and fruits which benign official decree had reduced to half price simply disappeared for months from all state stores—to be purchased only on the collective or "free" markets at the going price of the day, i.e., from two to six times the old official prices.

Infinite and ingenious as the devices of totalitarian deceit are, they do not, in the last analysis, prevail. For all the murk of rhetoric and eulogy and rationalization clouding every fact, word and figure, the millions of Soviet Russia and the watching world have come to see, since the death of Stalin, the slow but clear unfolding of a new act in the fantastic melodrama of 20th Century Russia.

Last August, Georgi Malenkov, Chairman of the Council of Ministers, admitted publicly that the health of the nation was not what it should be. To the Supreme Soviet of the U.S.S.R. he declared, "It is an urgent task substantially to enlarge the supply of all items of popular consumption to the public." These flat words were energized less than a month later by Nikita Khrushchev, First Secretary of the Communist party in a 25,000-word exhortation to the party's Central Committee. His meticulous analysis of the nation's 94,000 collective farms bristled with adjectives rarely heard from Soviet officials except when speaking of imminent capitalist catastrophes: "Alarming . . . wretched . . . negligent . . . completely inadmissible."

What had gone so awry in the Soviet economy to summon such vehemence? And what did it mean when brought home in concrete terms to the worker-consumer? The answer to the second question can be read in the diet, housing and earnings of the average citizen of Moscow today.

Not starving, not well fed

WHAT does he eat? His daily fare has slowly improved from the dread depths of the immediate postwar months to reach this staple diet: soup, cheap sausage and cured fish, cabbage and potatoes, bread and macaroni. None but the best paid taste good meat, fruit, butter, cheese, tea, coffee or milk in the winter months of soaring prices. The worker is not starving. He is not well fed.

Where does he live? If he belongs to the majority of better skilled industrial workers, he began his career by spending his teens in the hostels and schools run by the Ministry of Labor Reserves. For those years, his dormitory life was precisely prescribed by government decree. He was given a bed, coat hangers, a stool, a bedside table to share with his neighbor; with nine others, he shared a wardrobe, shoebrushes and a drinking bowl; with 19 others, an iron; with 24 others, a bucket for washing clothes; with 49 others, a tub. Next, as a young worker, he spent years in similar dormitories run by local factories and Soviets. In Moscow these accommodations cost approximately 10% of the worker's salary.

If married and fortunate, the worker has today escaped dormitory life to join those citizens who (by decree) are theoretically entitled to not less than six square yards per person. The Moscow average is one room per family, with kitchen, bath and lavatory

CONTINUED ON NEXT PAGE



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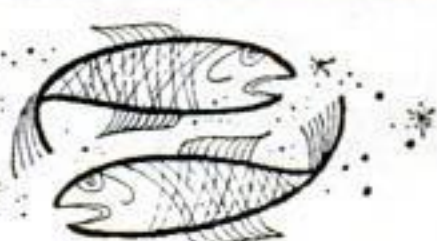


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REPORTER IN RUSSIA CONTINUED

communally shared and disputes over their use arbitrated by "comradely courts." Maintenance is so pressing a daily task (new buildings begin disintegrating within two years) that tenants band together to meet the everyday problems: cracked ceilings, damp walls, warped doors, leaking roofs, broken plumbing.

What are the wages of the 48-hour-a-week workers of Moscow? The rough accepted "average" (and this is in one of the best-paid cities of the Soviet Union) is about 650 rubles monthly.

There is a reason for the most patient Western statisticians in Moscow accepting such a rough average: the labyrinthine complexity of the Soviet wage system. Some three fourths of all industrial workers are paid on piecework rates which allow for both "progressive" wages (above fulfillment of decreed "norms") and bonuses for raising quality or lowering cost. There are other variables conferring additional payment, but all contingent benefits are blurred, often erased, by various exactions ranging from the income tax (up to 13%) to the so-called "voluntary" annual state loans, which command "enthusiastic" donations of as much as four weeks' salary.

Conversion of either prices or wages into dollars at the official rate of four rubles to the dollar is grossly misleading, for the ruble's real value bears no resemblance to 25¢. Only for easy comparison of wages with prices can this rude yardstick be used. Some representative monthly wages being paid these days in Moscow are:

	RUBLES	DOLLARS
Chief construction engineer	2,000	500
Typesetter of <i>Pravda</i> plant	1,400	350
First pilot, civil airline	1,400	350
ZIS assembly-line workers	1,100	275
Truck driver	700	175
Secondary school teacher	700	175
Stonemason, carpenter, electrician	500	125
Stenographer	400-500	100-125
Street cleaners and charwomen	250-300	62-75

What do such wages buy in Moscow?

A cheap blue leather purse (100 rubles or \$25) costs a stenographer close to one week's wages.

A pair of simple leather pumps (312 rubles or \$78) costs a schoolteacher almost two weeks' wages.

A coffee pot (92 rubles or \$23) costs a charwoman nine days' wages.

A truck driver can buy a rayon shirt (120 rubles or \$30) for a little more than four days' wages, a silk shirt (215 rubles or \$54) for more than one week's wages.

For a cheap serge suit (1,500 rubles or \$375) a man on the ZIS assembly line will work close to a month and a half.

The rest of the bleak story of the life of the urban consumer is told in the thronged state stores and in the open sheds of Moscow's "free" markets, where the workers of Moscow buy their food.

Bread is cheap, but butter...

THE state store is a socialistically pure institution: its prices, reduced no less than six times since World War II, are set by government decree. Prices on a few basic food items are low, notably bread (the commonest grades averaging about 1.70 rubles a kilo—or 20¢ a pound) and potatoes (at 45 kopecks a kilo—or 5¢ a pound). But here their blessings end. Costs of remaining items speak sadly for themselves: a pound of average-grade butter costs \$2.95, a pound of average-grade cheese costs \$4.10; and almost unthinkable expensive are such luxuries as eggs (25¢ each), oranges (62¢ each) and lemons (75¢ each).

The rest of the story of the state stores is told by the mobs that jam every state store, fighting their way to the precious counters. All but the most meager list of items (bread, pork, cheese and sausage) disappear frequently from counters not for days but for weeks and months.

Thus the dependence of Moscow upon the *rinok* or the collective-farm market, indicated by the fact that the city now has 31 such markets and more are in the making. To the open brown sheds of the *rynki* supplies come through two channels: from the collective farms renting annual space and from the individual peasant who trudges to the city and pays two to three rubles to the market for the chance to hawk his own produce or his earnings-in-kind.

Prices which the market commands are decisive commentary on the fictional prices for nonexistent goods in the state stores. Going through the Tikhvinski Rinok I noted the following: potatoes, 2.50 rubles a kilo (vs. official price of 45 kopecks); lamb, 30 rubles a kilo (vs. official price of 12 rubles); apples, tiny and worm-eaten,



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CONTINUED ON PAGE 125

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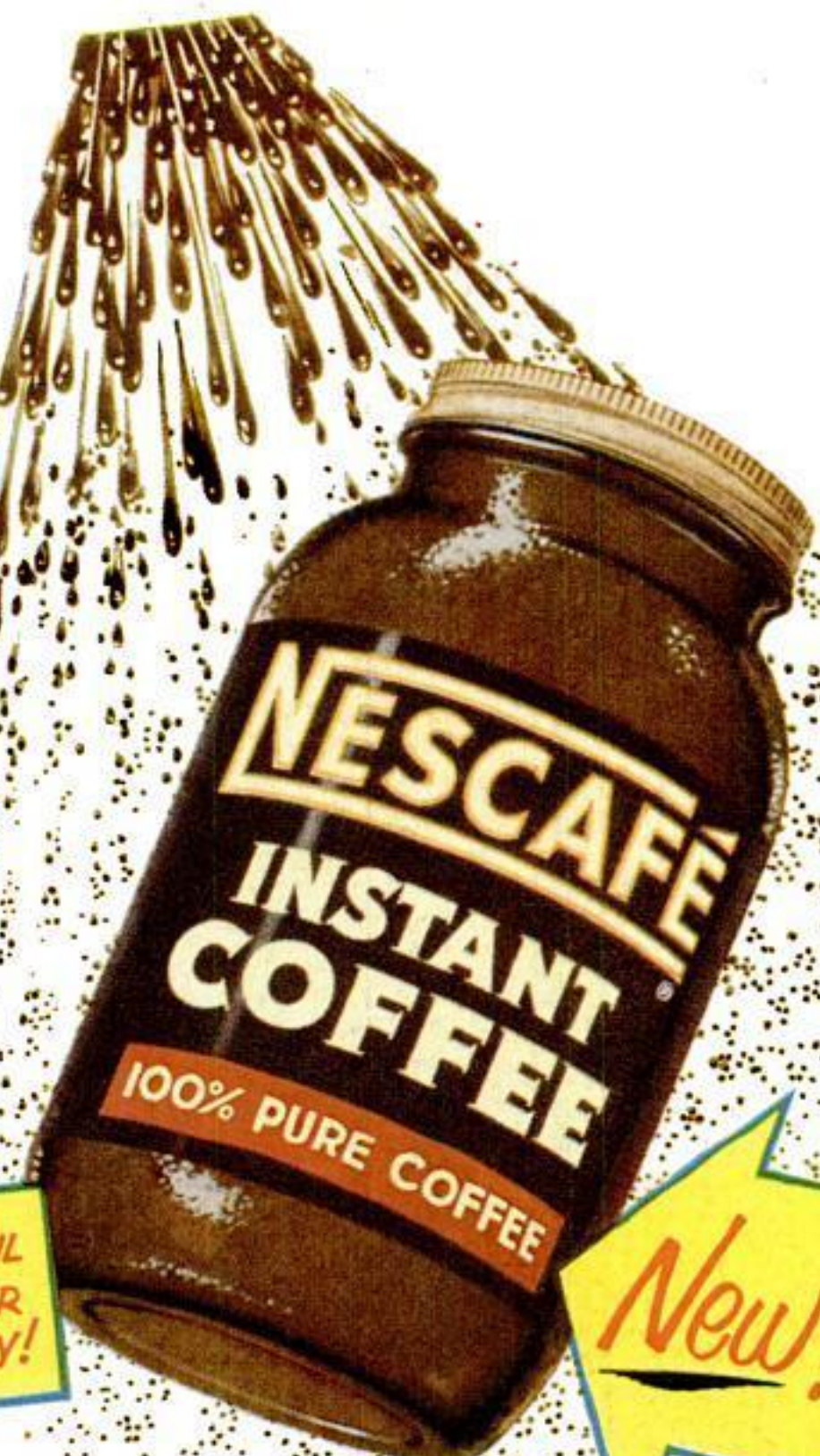
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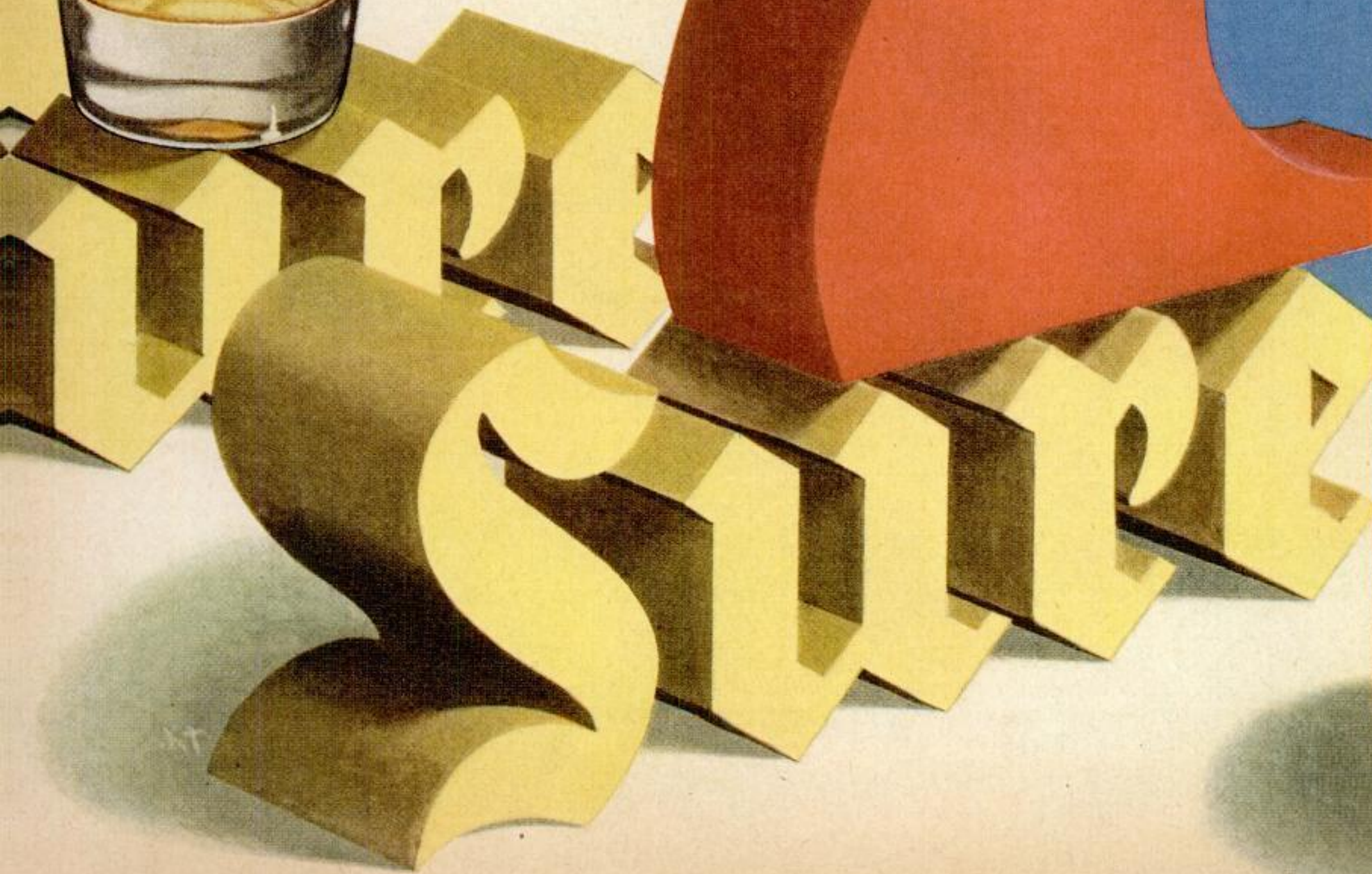
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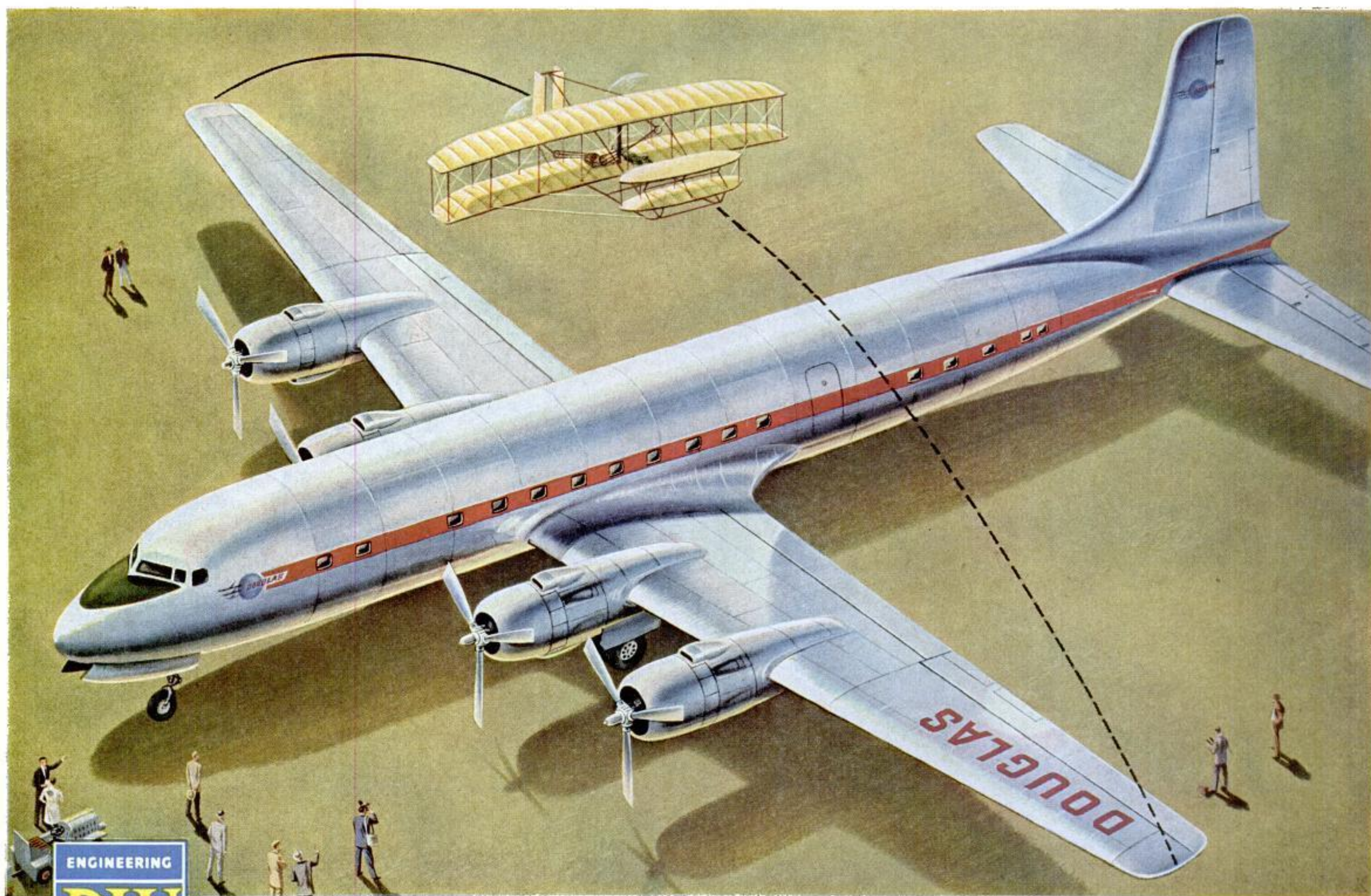


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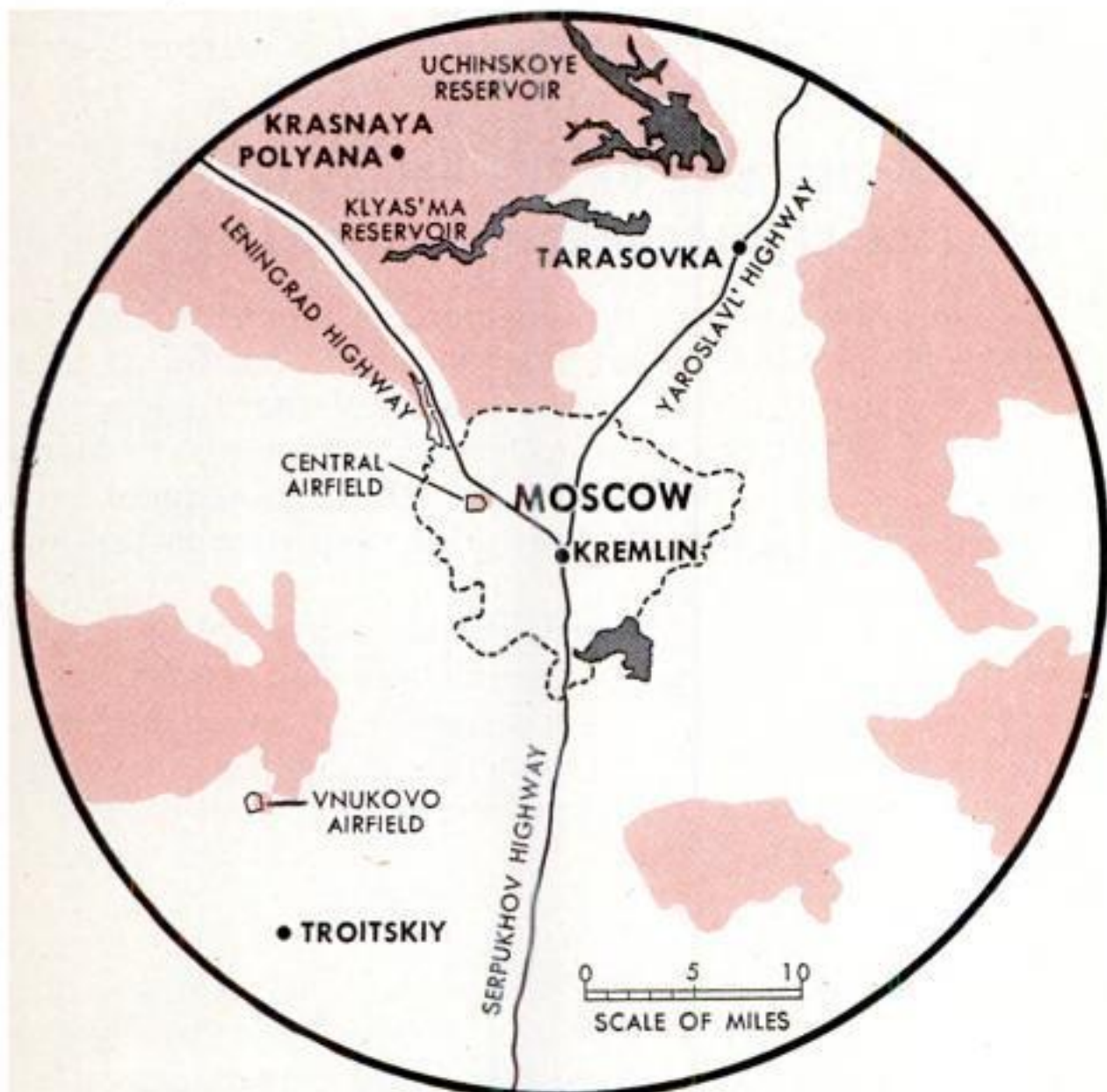


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NO TRESPASSING for foreigners is rule in area around Moscow shaded in red. Highways shown are the only three open. North of Tarasovka is where Hughes saw how the peasants live.

REPORTER IN RUSSIA CONTINUED

24 rubles a kilo (vs. state price of 6.70); milk, 6 rubles a liter (vs. state price of 2.90). One further fact that cannot be conveyed by these statistics is the "quality" of the produce, sensationally inferior to the plainest standards of Western Europe.

A barren, cheerless existence it is. What makes it bearable at all? A few mitigating facts put it in true perspective: 1) the absence of any apparent famine; 2) low rents that consume a far smaller portion of workers' wages than in the West; 3) the negligible cost of children's education; 4) some tangible social benefits such as free medical treatment, state-paid vacations for a favored some; and 5) the earning power of wives freed of the care of children by Soviet-run or factory-run nurseries and kindergartens. All these are relevant, if far from redeeming, factors.

The view of the same economic scene from the lofty heights of Kremlin policy raises other sights and problems.

First: All economic policy suffers from chronic schizophrenia. There is bizarre farce in this economic puppet show in which the state must jump frantically back and forth from the role of producer to the role of consumer. Such cruelly capitalistic anachronisms as the "free" markets defeat all the grand promises to the consumer: The state (as the consumer) longs for their annihilation. But the state (as producer) dare not bankrupt the collective farms and drive the peasants into a mutiny more menacing than their perennial sullenness. So the state (as producer) must widen the "free" market opportunities to encourage the peasants to work for more than their own daily bread.

Second: The machinery of government is caught in another kind of economic cross fire. The government's greatest sources of revenue are the turnover taxes on all consumer goods and the huge "spread" between what it pays for farm produce and what it charges the consumer. Thus, the beef the state buys for 1.50 rubles a kilo, it sells for 12.50. And the haunting problem emerges: to what extent can the government reduce consumer prices on one side, encourage peasants with higher farm prices on the other side, and still capture enough billion rubles in the middle to feed its colossal self?

Third: The Soviet economy continues to be plagued by a chronic imbalance of payments over receipts. The amount paid out for wages and services is considerably greater than the value of available consumer goods to sop up such buying power. This threat of wild inflation has forced the state to have recourse to such savage economic devices as the slashing revaluation of the ruble in 1947 (in general, returning one ruble for 10), and the yearly "voluntary" state loans. Hence one compulsion behind the official cry for consumer production is the hope to steady this perilous financial balance. It was fear of uncheckable inflation that must have dictated the government decree of September 1946 which overnight raised all rationed food prices a colossal 180%. This near-tripling

CONTINUED ON NEXT PAGE

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25	.97
30	1.13
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REPORTER IN RUSSIA CONTINUED

of food costs was compelled by the pressure of wartime savings finding no outlet in consumer goods.

THE RICH LIFE OF THE RULING CLASS: FINE RESTAURANTS AND LOW TAXES

MORE than 20 years ago, in a memorable interview with Emil Ludwig, Stalin pontificated: "Egalitarianism has for its source the peasant way of thinking, the mentality of sharing everything equally. . . . Egalitarianism has nothing in common with Marxist socialism." This is one Stalinist precept which subsequent events have treated kindly. Inequality is steadily deepening in the workers' state.

The peculiar marks of this socialist inequality are inconspicuous wealth and inconspicuous consumption. Not wealth but un-Bolshevik ostentation is to be condemned. Yet even the surface signs are far from invisible. It is no accident that the only smartly dressed Moscow citizens are in uniform: the fashion extends beyond the military to the foreign office and other civilian ministries, with the clearly conceived purpose (according to a recent Soviet textbook) of "increasing the prestige of those officials." One can stand at almost any corner of Moscow and see new apartment buildings, sporting a score of television aerials, loom placidly above hovels without light or windows (the kind of grim, gray little houses that the official guides drolly refer to as "old-fashioned").

The lush restaurants—the Ararat or the Georgian Aragvi or the mammoth dining room of the Sovietskaya Hotel—are nightly filled to capacity and on holidays overflow into waiting lines. Here one sees no Spartan fare; the tables for the bureaucrats and their wives shine with color and plenty—caviar and cured sturgeon's back, fresh-frozen foods, tangerines and bananas, Mexican pineapple, tender filet mignon, an array of Georgian wines. The lavish dinner of the Sovietskaya may cost some 40 rubles, but this maximum indulgence costs the well-paid bureaucrat less than one fifth of what a pair of shoes will cost the Moscow worker.

The highest possible income tax payable by a Soviet official or industrial executive comes to a mere 13% of his income above 1,000 rubles—a dispensation to wealth enjoyed in no capitalist nation of the West.

But the fiercest dividing line of all can be simply indicated by the sight of two schools which I visited. The first was in Moscow, just off Gorki Street in one of Moscow's more comfortable sections: School No. 175 for 1,098 enrolled girls under 52 teachers, grades 1 through 10, clean classrooms, balanced curriculum, healthy and alert pupils—in short, a solid expression of Soviet Communism's fierce faith in public education.

The other school—to which no official guide carefully led me—I was able to visit only on a holiday, but its exterior spoke plainly enough. It stood on a little hill in one of the villages beyond Tarasovka, some 22 miles north of Moscow. A sprawling L-shaped shack, it served three neighboring villages both as school and party meeting house. In the subzero cold, many of its windows lacked glass. Its rotted roof invited rain. Its most conspicuous piece of equipment: close to the road, a rudely nailed-together privy, the two doors for boys and for girls swinging loosely on their hinges in the icy wind.

It is to this barren countryside, to the thousands of collective and state farms, to the impoverished, stubbornly defiant peasant—whose "transformation" Lenin predicted would be something that required generations—that the impassioned energies of the Kremlin are now urgently turned. The motive is not to be confused, of course, with pity or benevolence. It is simply to make one more frantic effort to enlist the industry, if not the loyalty, of the one man who might redeem the withering dreams of the urban masses, the one man who could steady the dangerous balance of the whole Soviet economy—the mulish, untrusting peasant.

THE PEASANTS' HALF-ALIVE EXISTENCE AND KHRUSHCHEV'S NEW FARM POLICY

BYOND Tarasovka, due north of Moscow, I wandered several miles through the clustered villages for such glimpses as one can see of country life under the icy clouds of winter.

The earth seems held in an unbroken spell of silence. Fifty-odd shacks, black-gray or weary green, huddle together to make each village. A rutted road winds emptily through the pines and birches lightly feathered with snow. A lone man on skis moves across a distant slope. An hour passes without a sound of life, then two peasant women hunched under shawls scurry from one shack to another. The next hour brings an empty truck threading

CONTINUED ON PAGE 128

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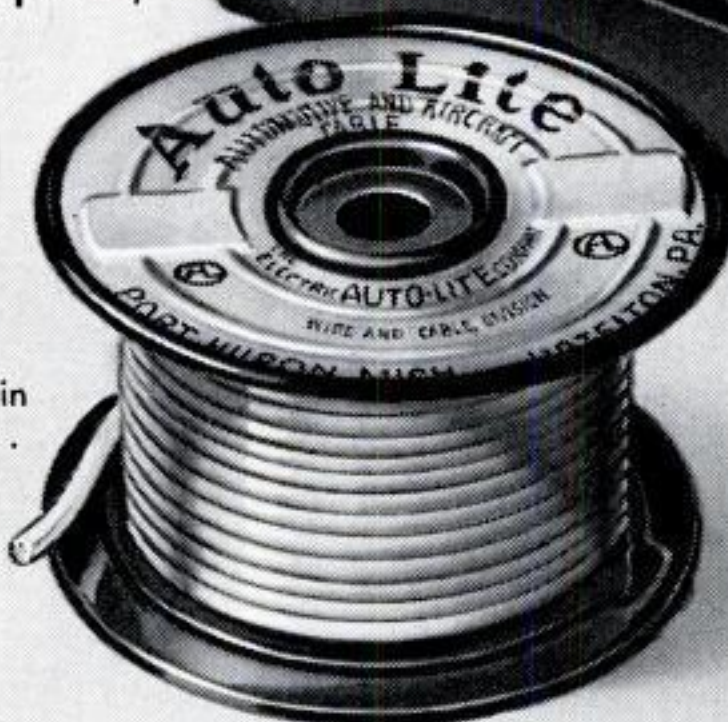


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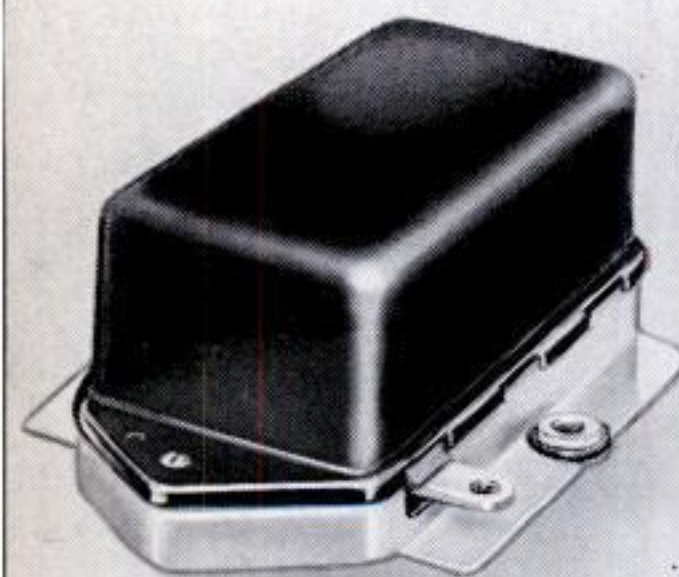
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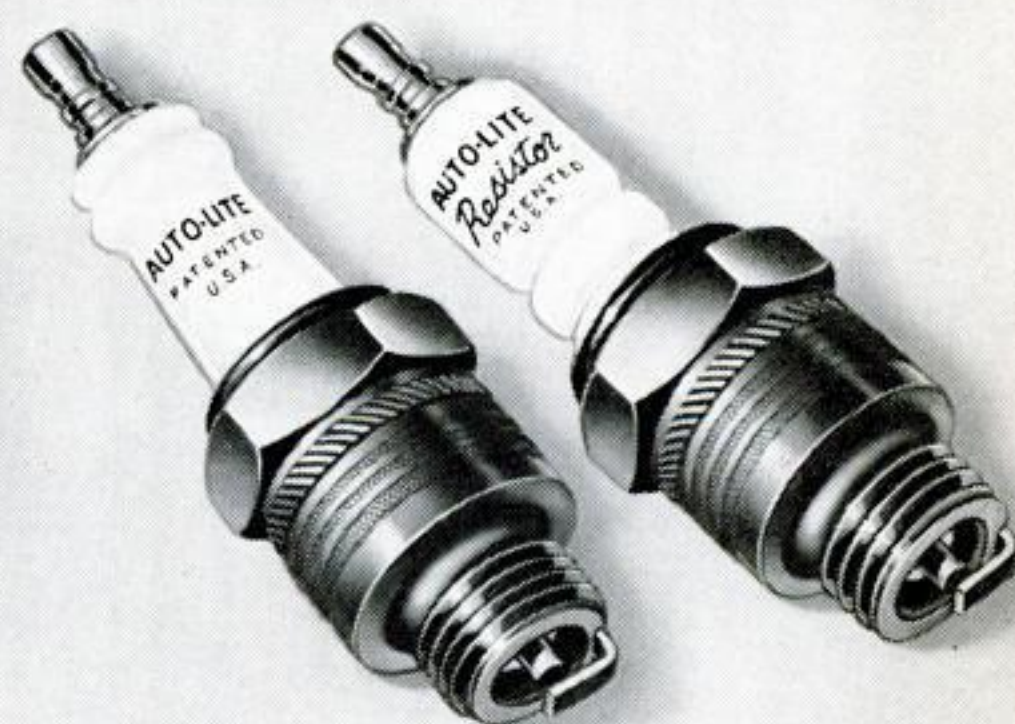
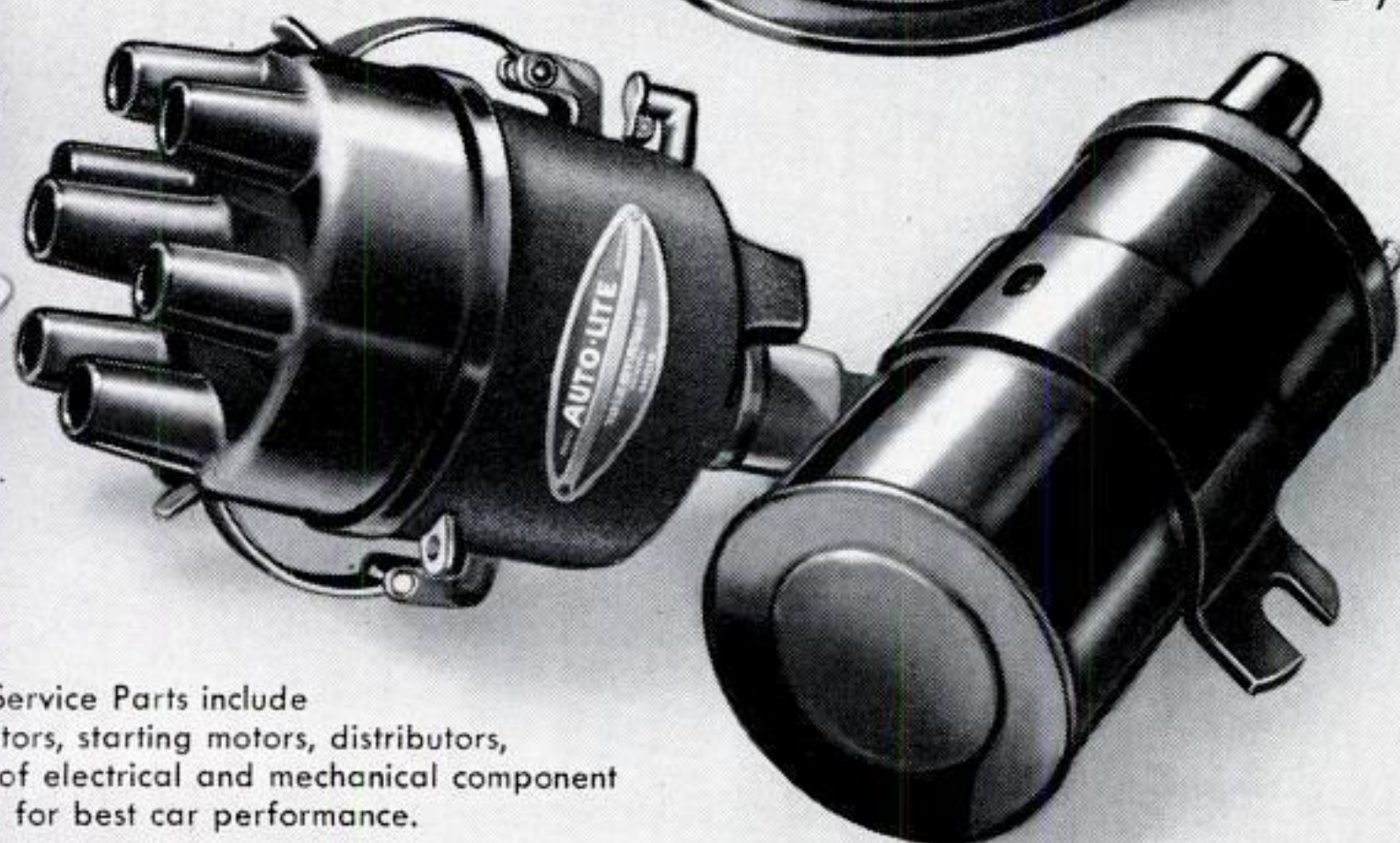
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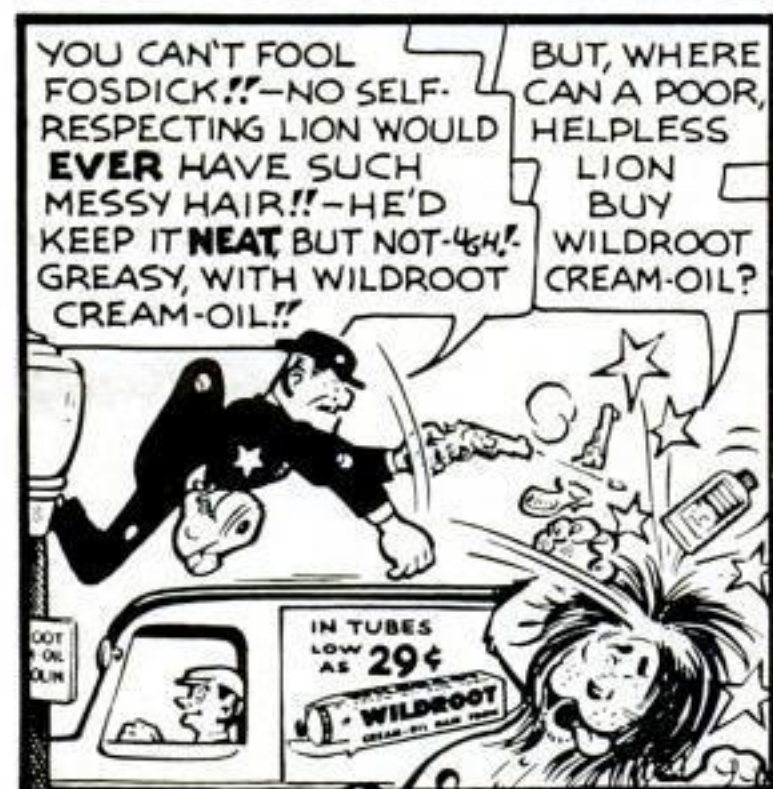
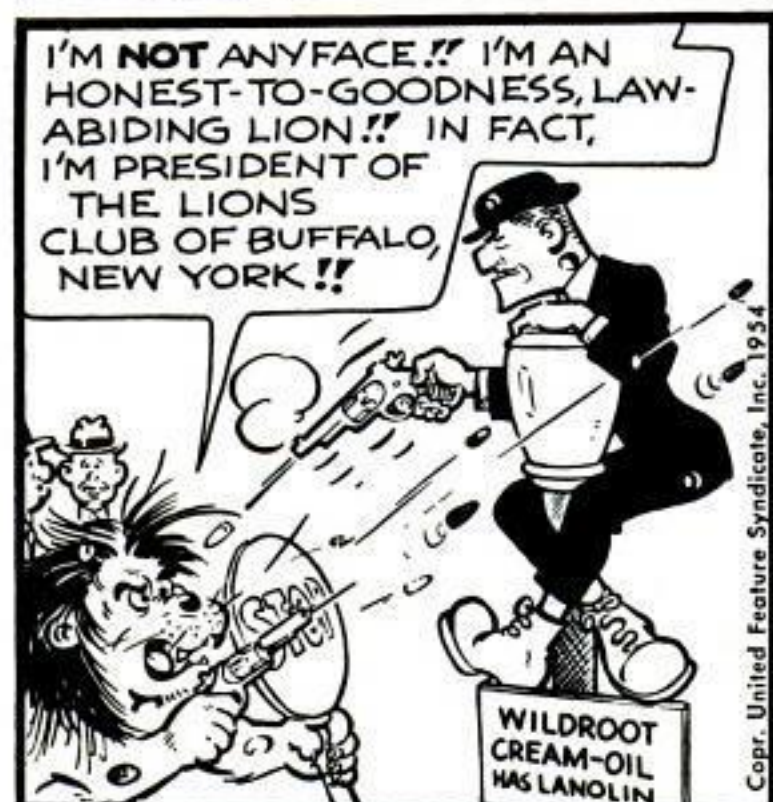
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REPORTER IN RUSSIA CONTINUED

a road across the snow that seems to roll softly like the sea on the horizon. A far-distant train whistle carries over the low hills. From lightless houses windows without glass stare like sightless eyes upon the frozen plant stalks, the rusting plow.

These villages are helpless man-heaps of the half-alive.

To these people the Soviet state has turned with the greatest gift in its power to give: another reversal of agrarian policy.

Over the decades, Moscow policy toward the peasants has zig-zagged from the extremes of the Stalinist terror of the early 1930s to the lax wartime truce accepted by a government too needful of food to fret over doctrine. But in 1950 a fierce new collectivization drive began. In two years the quixotic agrarian axiom of "the-bigger-the-better" had hammered 252,000 collective farms into 94,000 supercollectives. An accompanying drive (led by the same Nikita Khrushchev whose agrarian ways have so lately changed) aspired to the fantasy of merging whole villages into *agrorods* ("farm cities") where political control could be tighter and surer.

Through all the years of swerving farm policy, the ruling Stalinist purpose never changed: a pitiless drive for development of heavy industry. This demanded the "financing" of superindustrialization by maximum state exploitation of its prized source

of revenue—the price "spread" between peasant and consumer on all farm produce. In this sense have the factories of the Urals been built upon the backs of the peasants. And the total result has been the warping of a whole economy whose industrial production since 1940 has swelled by 230%—while its agricultural production, falling behind even population growth, has crept forward a meager 10%.



FARMING BOSS Khrushchev doubles as the party secretary.

The 25,000-word obituary which Khrushchev last September delivered upon his own furious collectivization drive revealed, with rare Soviet candor, the brute details behind this statistic. They included such stunning facts as a "decline" since 1940 in the area sown to vegetable crops of no less than 250,000 hectares.

Did Party Secretary Khrushchev think he knew what to do? He professed so. He pledged the government to spending a special fund of 50 billion rubles by the end of this year in "urgent measures" to prod the farms to produce. He called for 100,000 agricultural office workers to head for the collectives. He called on the party to dispatch no less than 50,000 Communists from the cities "to help strengthen the work in the countryside." He directed the Central Committee to call on a host of government ministries—from transport and machine building to defense and aviation—to get to work producing 750,000 tractors.

Above all, Khrushchev promised the peasant a singularly unsocialistic reward: private profit. Canceling past obligations of collectivized peasants, cutting their taxes, lowering some of their quotas, raising some prices for their produce, the party secretary translated into specifics the formula defined by Malenkov himself last August: "A greater material incentive to increase production." In this same spirit he blandly dismissed the idea that "it is dishonorable to possess livestock as private property" as a shallow "prejudice." Not for the first time, nor yet surely for the last, the doggedness of the peasant was scoring another victory over the doctrine of Lenin.

Four months have now passed since the agricultural "new deal" was trumpeted to the Soviet nation by Khrushchev. What has been achieved? The answer to date is: next to nothing. This does not mean that the year 1954 may not record some progress: no one can issue categorical prophecy on a program of such sweep and subject to such imponderables as peasant mood and rainfall. But the program today may be said to be moving only in the sense that it is crawling in low gear.

The clearest proof of this is to be read in the Soviet press itself. There has been no mistaking the tone of anxiety in its public lamentations, increasing week by week toward shrillness.

One chronic trouble is the swollen bureaucracy that so often shrinks the grandest Soviet economic projects to piddling schemes. Ministries charged with agricultural machine building are producing at a rate which *Pravda* describes as "impossible to tolerate longer." For the last year they have failed to deliver more than 90 million rubles worth of essential spare parts, and *Pravda* has wailed that even "ordinary nuts and bolts have fallen into short supply."

Some bureaucratic delinquencies can be corrected, but a greater

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CONTINUED ON PAGE 131

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You can buy wonderful Chef Spaghetti Sauce with Meat or Sauce with Mushrooms separately—to fancy up your own home cooking. Save time . . . save money . . . serve delicious meals. Make one night *every* week "Chef Night!"

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10 big meat balls per can—only about 14¢ a serving!

Plump, pure beef

CHEF BOY-AR-DEE
MEAT BALLS with GRAVY



amount is bred deep in the nature of the system. As one free world diplomat said to me, "A Western mind staggers before the size of the task that this government arrogates to itself. It reaches from the most complex industrial programs fashioned in Moscow down to the supply of the needle and thread that a Vladivostok housewife needs to patch her husband's trousers. Or put Marilyn Monroe in this world—and her scripts, her wardrobe, her public relations, her direction and casting become the official business of God knows how many official agencies of the Soviet government itself." To see all this, one need only read one government decree running thousands of words, earmarking funds to the last ruble for every conceivable phase of agriculture. In short: sleek, totalitarian streamlining of government operations of such exquisite detail and frequent absurdity could itself take as long as the "transformation" of the Russian peasant who so dismayed Lenin.

Evidence from the farms to date is no more encouraging than news from government offices. As 1953 came to an end, the whole Soviet press groaned with reports of the failure of regions throughout the country to meet produce quotas. State farms generally were reported falling 33% behind planned deliveries of meat and milk. In Georgia, Abkhazia oblast (region) was meeting its milk plan by only 25%, its program of construction of livestock buildings by a pitiful 6%. Winter fodder on state farms was as much as 40% below requirements. All this suggested that the "majestic new program" had not quite set the nation's farms on fire with enthusiasm.

The final, clearest mark of the near-stall in the program has been the failure to solve the riddle: how to get the boys back on the farm? Repeated reports from almost all the republics show an almost unique instance of unity of spirit between the city-dwellers and the peasants. The thousands of swivel-chair agronomists do not want to go to the bleak collective farms—and the farmers do not want them either. There was to be a dazzling army of 100,000 by early this year—but, as last year ended, *Pravda* reported that Leningrad, for example, had unearthed a meager one fifth of the specialists it was supposed to send back to the soil.

No one can doubt the ultimate punishing ability at the government's command to "appeal" to reluctant agronomists and former tractor-operators to leave office and factory for the mire and poverty of the deep country. But a bloated bureaucracy has its own devious resources too. The new, imperfectly balanced "collective rule" of the Kremlin cannot count upon perfect docility from a class of government careerists ever more conscious of its own power. So the Kremlin is as much preoccupied with its "new look" in politics as its "new deal" in economics. For the two are inseparable.



THE RUSSIAN PEASANT, like these in a collective farm meeting near Kharkov, has stubbornly thwarted the Marxist dream for three decades. He is currently being treated to a "new look" in agriculture. So far he is dubious.

NEXT WEEK: A 'NEW LOOK' OR A 'NEW DEAL'?

How this "new look" and this "new deal" in Russia are being masterminded will be described in *LIFE* Staff Writer Hughes's final instalment next week. He will report the revealing facts that he discovered in Russia on what goes on inside the monolithic nerve center that is the Kremlin. There, as he will describe, a new system of "collective rule" has made the major decisions that illumine the scenes in Russia today—and that mean war or peace for the world tomorrow.

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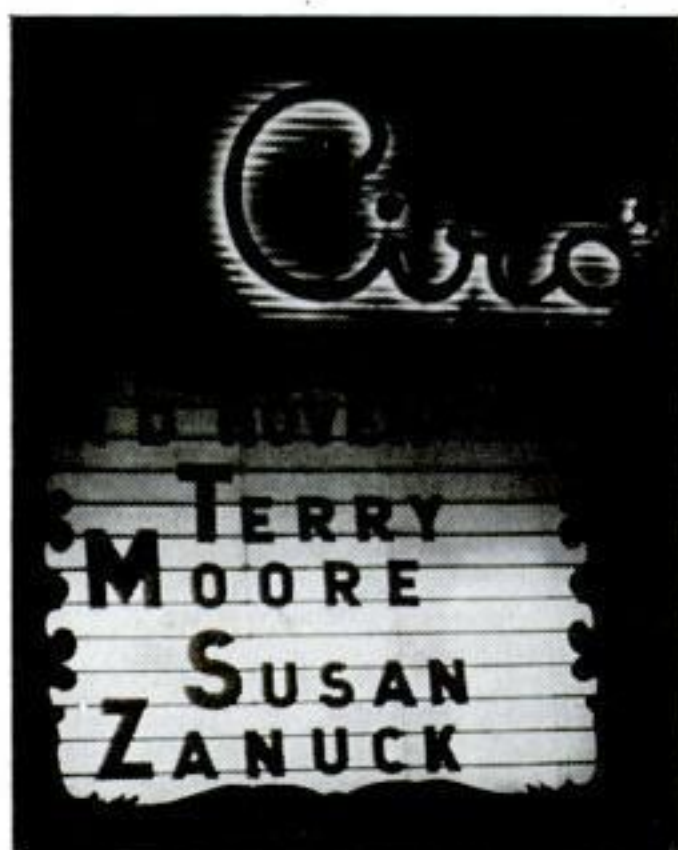
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GUESTS OF HONOR, Susan Zanuck (with microphone) and Terry Moore, have names in lights outside club. Inside they sang to entertain the other guests.

Hollywood Party in the Grand Manner

IT IS SUMPTUOUS AND SURPRISING

One rainy night about 400 members of Hollywood's party-going set turned up at a party and, for a few magical hours, thought they had been taken back into the rich and easeful days before television. The occasion was a homecoming celebration for Susan Zanuck, youngest daughter of 20th Century-Fox Production Boss Darryl Zanuck, and Starlet Terry Moore. The place was *Ciro's*, a nightclub on Sunset Boulevard. Because the two girls were just back from a trip to Korea, guests came in Oriental garb, most of it more exotic than authentic. The host, Herman Hover, who owns *Ciro's*, sparing no pains, decked out the club with gilded Buddhas, filled the dining room with incense, arranged for a bevy of geisha girls to serve up sake and octopus tentacles.

Everybody was on hand. There were producers, directors, established stars sopping up the limelight and brigades of starlets hoping to get into it. There was a special floor show, but the guests were interested mostly in watching the other guests, who, as the evening progressed, put on a pretty good show of their own both as a group and as individuals.



AN EXTENDED WELCOME is given British Star Jean Simmons (left), who arrived at the party too late for dinner, by free-lance Producer Bob Goldstein.





FORMAL DRESS is worn by Arleen Whelan and her escort Conrad Hilton, who put on costume at club.



BORROWED DRESS, once used by Paulette Goddard in movie *Babes in Bagdad*, is worn by Cleo Moore.



COOLEST COSTUME, a sarong and some Hawaiian leis, is worn by Linda Christian, Tyrone Power's wife.



COOLIE COSTUME, a black silk jacket, is worn by Dancer Mitzi Gaynor, who came with fiancé Jack Bean.

← **AFTER-DINNER SPEECH** is made by Zanuck (standing), flanked by wife and guests of honor. Other guests include M-G-M Debbie Reynolds (lower left), Hotelman Conrad Hilton (center, facing camera).



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GOES to help
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Hollywood Party CONTINUED



A TRAPEZE ACT THAT LED TO A NOTABLE IMITATION

In the course of the evening a couple of trapeze artists attached to an uninhibited musical comedy team billed as The Goofers beguiled the guests by swinging back and forth over the audience upside down, tootling on trombones or plunking on a bull fiddle (*above*). Part of the regular nightly floor show at Ciro's, The Goofers were generally considered to have put on the most spectacular act of the evening—that is until they had an even more spectacular imitator (turn the page).



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"Fresh up" with Seven-Up!



*How to stack a STACKWICH...

Cut a bun into four slices. Cut two franks (cold) lengthwise into three slices each. *Bottom layer:* franks with pickle relish. *Middle:* franks with baked beans. *Top:* franks with Swiss cheese and mustard. Serve cold—or warm in oven.

Stack one up soon... and make it extra wonderful with sparkling 7-Up, the crystal-clear drink that always goes so good with good eating. You like it—it likes you!

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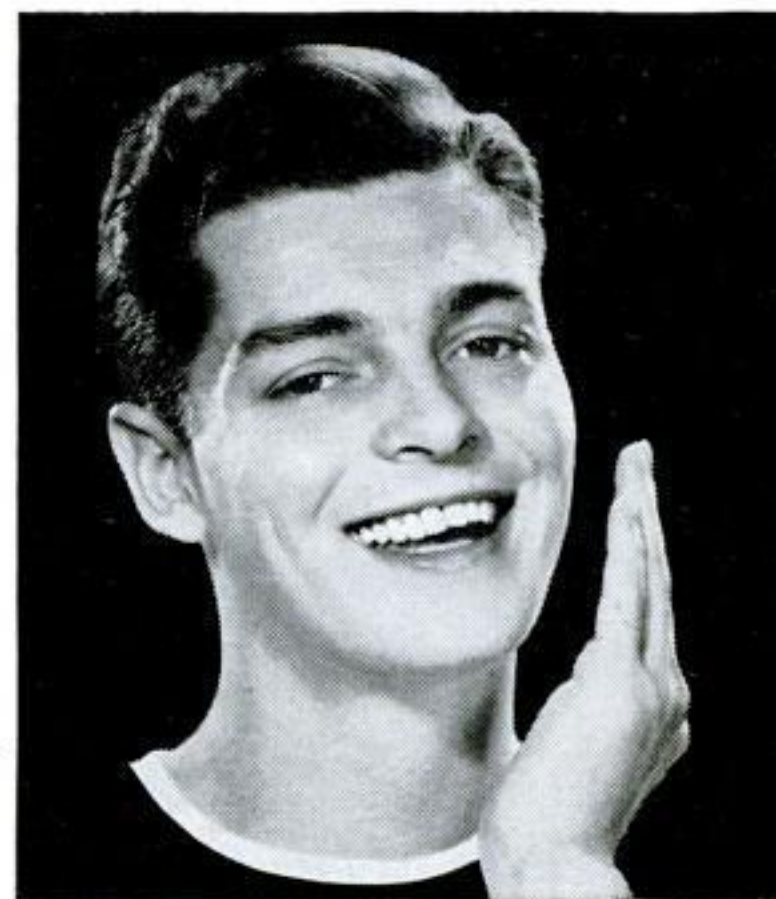
Get a family supply of 24 bottles. Buy 7-Up by the case. Or get the handy 7-Up Family Pack. Easy-lift center handle, easy to store. Buy 7-Up wherever you see those bright 7-Up signs.



ZANUCK ON THE TRAPEZE brought the party to an astonishing climax. Stripped to the waist, he took a few practice swings to limber up and performed four regular chin-ups. Then, urged on by Goofer Joe Vincent (left),

he tried, three times, to let himself down gradually from the trapeze bar with the strength of one arm. He didn't make it but got a big hand from the crowd anyway. "I don't understand it," he explained. "I do it every morning."

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A HITCH IN HYP SOPHOBIA

Photographer Roy Pinney, who learned about fear chasing man-eating animals in South America and landing in Normandy on D-day, took the picture above as one of a shuddering shutter series intended to illustrate fear. It represented hypsophobia, the fear of height. To get it Pinney went up in a building at Fifth Avenue and 42nd Street, New

York City, attached his Rolleiflex to a long board and, sticking it out a window over the sidewalk, tripped the shutter with a built-in self-timer. The figures that look like people walking down the street are really their shadows, slithering along in the morning sun. There has been just one hitch in this hypsophobic picture: it hasn't scared anyone yet.



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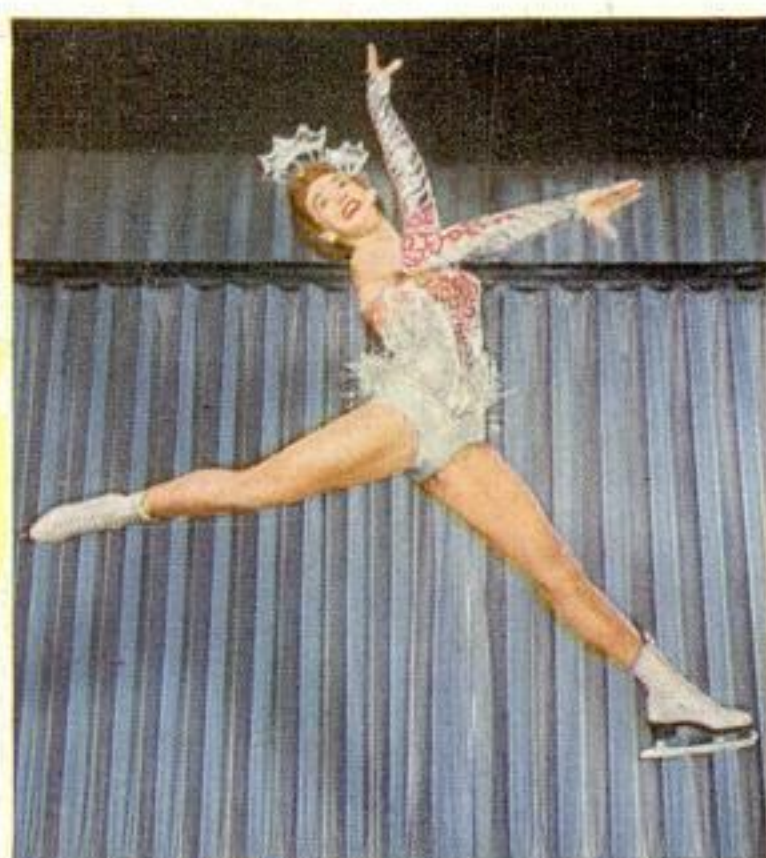
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